

# Resignation of City Manager Asked in Petitions

## GOOD READINGS

	Max.	Min.
Saturday, March 7	86	44
Sunday, March 8	82	45
Monday, March 9	82	42
Tuesday, March 10	75	40

## The Desert Sun

and PALM SPRINGS NEWS

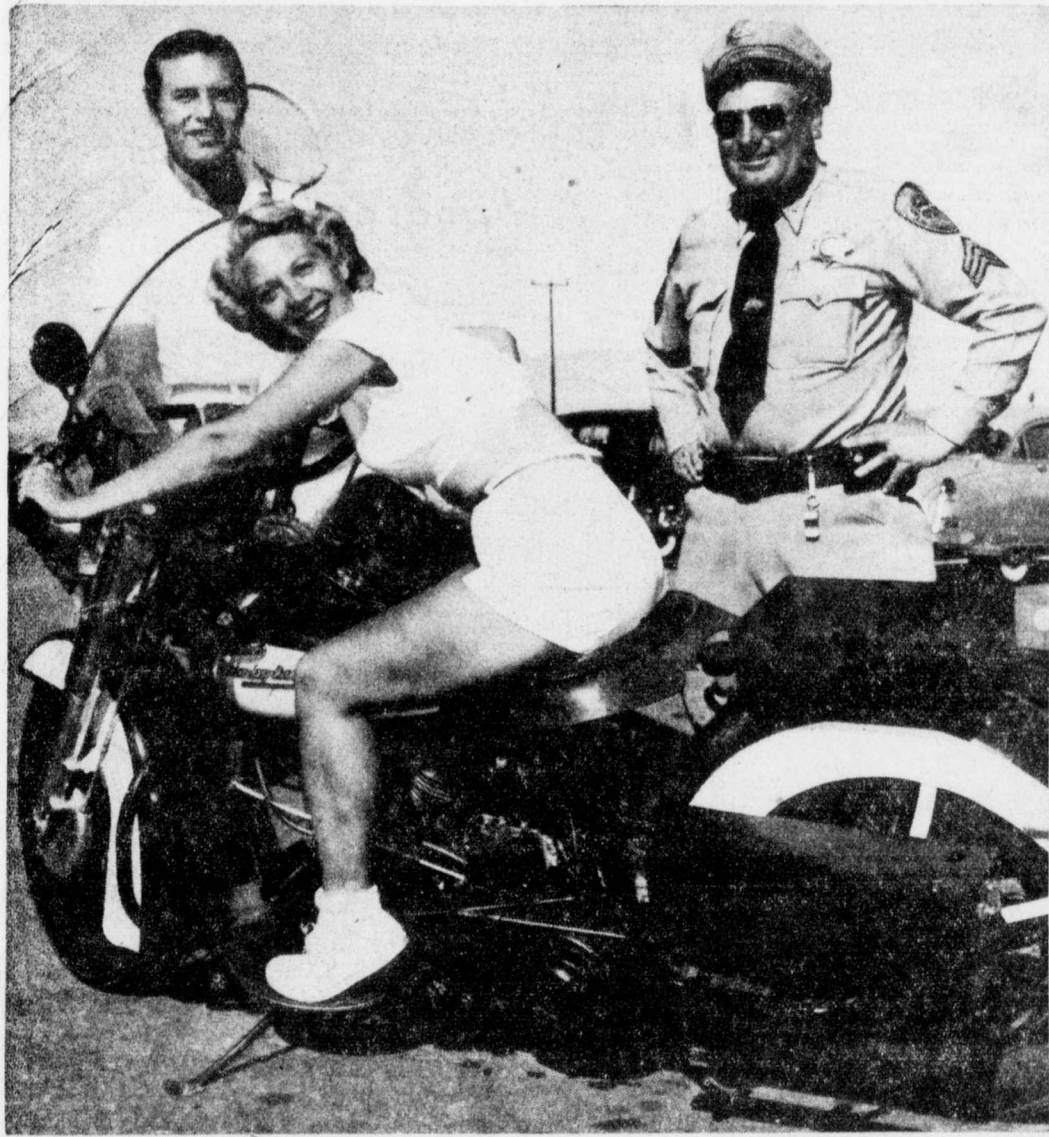
Published  
Mondays and Thursdays  
174 N. Palm Canyon Drive  
Phone 2249

VOL. XXVI. NO. 47

5 Sections—30 Pages

Palm Springs, California, Thursday, March 12, 1953

Single Copy 10c



**WHO WANTS A TICKET?**—Not a traffic ticket this time, but a ticket to the Palm Springs Police-man's Ball which will be held Saturday evening, March 28, at the high school gymnasium. Dinah Shore and her husband, George Montgomery, are pictured with Sgt. Howard Poe, at the Racquet Club, are two of the many stars of the entertainment world who will appear at the ball.



**IT'S OFFICIAL**—Mayor Charles Farrell (left) and C. Ronald Ellis discuss the proclamation designating Palm Springs as a "Winter suburb of Seattle, Washington," with Seattle Mayor Allen Pomerooy. Ellis, who is a personal friend of Pomerooy, conceived the idea after noting how many Washington and Seattle residents attended Rotary club meetings.



**PRESENT CLUB DONATIONS**—Paul Summers (left), president of the Palm Springs Faculty Club, Eunice Crooke (right), chairman of the finance committee, are pictured presenting C. Ronald Ellis, Red Cross drive publicity chairman, (second from left), and William H. Smith, Community Chest president, with checks for \$200 and \$129.70, representing contributions of teachers in the school district.

## School Board Election to be Held May 15

Voters of the Palm Springs Unified School district will go to the polls May 15 to elect one member to the board of trustees, Dr. A. G. Hoff, district superintendent, said Tuesday.

The term of Carl Emerson of Cathedral City expires on June 30, this year.

Dr. Hoff explained that when the unified school district was organized, the board of trustees established a policy of seeking to have at least one member from outside of the city of Palm Springs. This policy has been carried out he said and there has always been one member from outside of the district.

**LAST DAY** for prospective candidates for the school board position is Wednesday, April 15. Declarations of candidacy must be filed with the county school superintendent at his office in Riverside.

Registration of voters for the school election closes a week from Saturday on March 21.

**ABSENTEE BALLOTS** may be obtained from the county school superintendent's office between April 25 and May 9. They must be voted on or before the date of the election.

Members of the school board are elected for four year terms. Other members of the school board and the length of their terms are George S. Ripley, 1954, Hilton McCabe, 1955, Helen K. Staley, 1955, and Dr. Hugh Stephens, 1956.

## This Side of The Sun

By Mrs. G.

**WATCH THAT WAIST LINE!** Open Houses to the left of us. Open Houses to the right. How's he going to keep his belt from being much too tight?

Tomorrow is Friday, the 13th, the hoodoo day. . . . Because some nitwit in Pomona suggested to that he lay off from writing this piece every week in which there is a Friday, the 13th. I'm stuck again, the second time in a month. . . . This week contains a jinx, he said. . . . He suggests

See THIS SIDE, Page 3a

## TICKETS MOVING FAST FOR POLICEMEN'S BALL

Tickets to the fourth annual Policemen's Ball are going fast, with more than 1000 sold already, John Herrera, president of the sponsorine Palm Springs Police Officers association, reported today.

They may be secured from any police officer, at the department office, and if there are any left during the week preceding the ball, at a booth on Palm Canyon drive.

George Jessel will be master of ceremonies of the gala event March 28 at the high school gymnasium, with many other stars of the entertainment world planning to appear.

## C. OF C. PLANS EXPANDED DEVELOPMENT PROGRAM

Preliminary work was started this week by the Palm Springs Chamber of Commerce on a broad-scale plan to further expand and strengthen the community's entire program of business promotion and the attraction of visitors to Palm Springs. President Frank Prince said today.

Details will be announced as the plans are shaped up by the Board of Directors following completion of necessary surveys and studies of specific sources of business for Palm Springs and further capitalize upon its unparalleled civic attractions and resort advantages, Prince said.

**HE ANNOUNCED** also that the Chamber is planning to expand its facilities as an organization so as to be adequately prepared to carry out the enlarged program.

Due to the broad scope and

Ted Fio Rito and his orchestra, long outstanding in the music world, will provide music for dancing.

Entertainment stars who have indicated that they will appear, if professional commitments do not interfere, are Dinah Shore, George Montgomery, Jack Smith, the Ritz Brothers, Harpo Marx, Phil Reagan and J. Carroll Nash.

Proceeds from the event will benefit the department's health and accident fund, loan fund, police library, projects for the prevention of juvenile delinquency, and the department's pistol range.

specialized nature of the undertaking, the Chamber has obtained the assistance of Lloyd A. Wilson, president of the Lloyd A. Wilson Service of San Francisco, as the Chamber's counselor and program director during several weeks of intensive activities now beginning.

Wilson, a specialist with 26 years' experience in helping aggressive cities throughout the United States to build successful civic and business promotion programs through their Chambers of Commerce, arrived in Palm Springs Monday and began his duties at the Chamber office.

**NUMEROUS CALIFORNIA** cities have had Wilson's assistance on programs of this type, including Pasadena and San Francisco. In addition, he has had extensive experience as a local Chamber.

See CHAMBER, Page 5a

## Rotarians Hear Discussion of World Affairs by Hoffman

"We in America must remain strong and continue to gain in strength in order to win the 'cold war' and peace," Paul G. Hoffman told Rotarians at their luncheon meeting Tuesday at the Tennis Club.

Hoffman, former president of Studebaker corporation, director of Economic Cooperation Administration and president and director of the Ford Foundation, is now chairman of the board of Studebaker. He purchased a home at Smoke Tree Ranch this year.

The Russians respect only strength, Hoffman continued,

and America must continue its present strength and increase it.

**ONE OF THE MOST** frequent questions asked him since Stalin's death, he said, has been: "How hot will the 'cold war' be under Malenkov?" His answer has been "I don't know," but he added that one "safe assumption is that the 'cold war' will be intensified and that means that we ourselves must intensify it."

Pointing out that the Russians believe in the tactic of dividing their opponents, the former ECA director said that "be-

See HOFFMAN, Page 5a

## Ike Regrets, He Won't be Able to Play Golf Here

Ben F. Shearer, Palm Springs and Seattle businessman, and active in the staging of the 19th Annual O'Donnell Golf Club championship to be held here next week, is all smiles, following the receipt of a letter from the White House at Washington, D. C. The letter is signed Dwight Eisenhower, and reads as follows:

"Dear Mr. Shearer: Jack Westland has forwarded to me your invitation to the Palm Springs Golf Tournament, with your suggestion that he and I take on Ben Hogan and Harry Gwyn. I'm afraid even Jack couldn't carry me along with that kind of competition.

I know I don't need to explain why it is impossible for me to participate—but I did want to thank you for your invitation.

With best wishes, Sincerely,

(Signed) DWIGHT EISENHOWER.

Shearer intends to have the letter enlarged, framed and hung in the O'Donnell golf shop for posterity.

## Red Cross Drive Still Off \$4500

By mid-week the Red Cross drive for funds had raised \$11,000 of the \$15,500 goal set for Palm Springs, and Campaign Chairman Howard Morris said today that he is hopeful of making the goal.

Morris said the drive is coming along very well. Canvassers are busy this week in the business section and are making call backs on the advance gifts group.

## Proclamation

WHEREAS the Kiwanis Club's program for the aid of crippled children is a worthy cause, and

WHEREAS the Kiwanis Club will conduct a peanut sale on March 17, 1953, to secure funds to carry on this fine work.

NOW THEREFORE I proclaim March 17, 1953, as Kiwanis Kids Day and urge our citizens to give their wholehearted support.

CHARLES D. FARRELL, Mayor.

March 10, 1953.

## Production Staff of Calectric Out on Strike Today

Production employees of California Electric Power company in the desert area have joined other members of the International Brotherhood of Electrical Workers, AFL, in a strike against Calactric and Edison Power company.

Supervisory personnel are currently operating all facilities in this area, as well as all other areas.

**ONE PICKET LINE** has been established in Palm Springs, at the storeroom. No trouble has been reported.

The strike and picketing started at 8 a. m. Tuesday, following a breakdown of negotiations between the company and union. "Service will be continued as usual in this area, with supervisory personnel taking over the routine operation," it was reported.

"Trouble could be experienced though," it was said, "if a storm

See STRIKE, Page 5a

## Lowell Thomas Broadcast Originates in Palm Springs

The Lowell Thomas newscast originated from Palm Springs the first three days this week. CBS equipment was set up in the Fiesta House, at the Desert Inn, where he is staying, and news came in all day over a special Western Union line for the commentator, who broadcast twice daily.

A yearly visitor here, this is the sixth year he has broadcast from the Village. He and his wife, and his parents, Mr. and Mrs. Lowell Thomas Sr., were here to attend the Hamlet-Hogate wedding on Wednesday. The Thomases live in Pawling, New York, and Mrs. Hogate's Arden Farm is on one side of them.

The veteran newscaster, who pioneered in this field 23 years ago, is recovering from a broken leg, suffered in a skiing accident eight weeks ago. He is also still undergoing treatment for his Tibetan accident three years ago.

A westerner, born in a mining camp near Pike's Peak, Thomas said he loves the West and is doubly fascinated by Palm Springs. "I didn't arrive here before the Coffmans," he said, "but I was here in 1914 when there was only a handful of people here."

He commented particularly on the transformation that water has brought to the desert, and the growth of Palm Springs itself.

## TEACHERS DONATE \$778 TO VILLAGE CHARITIES

Teachers in the Palm Springs Unified School district this week donated \$778 to the Palm Springs Community Chest, Red Cross, and the scholarship fund of the Palm Springs Faculty club, in a combination campaign conducted by the club.

The Faculty club, Paul Summers president, set a goal of \$940 to be raised by the 83 teachers, and raised was \$778. Of this total \$129.70 was given to the Community Chest, \$200 to the Red Cross, and \$148.50 went into the club treasury to give a scholarship to a worthy youngster interested in teaching as a profession.

Actually, Summers said, the quota was exceeded as many teachers, their husbands or

wives contributed as individuals before the club started its campaign.

He commended the teachers for their enthusiastic response to the appeal.

## Slow Progress Reported So Far in Chest Drive

Slow progress in the Community Chest drive was reported this week by President William H. Smith, with the total received to date now \$23,789.51.

The campaign will be continued, and intensified in every possible way until the quota of \$14,000 is reached, Smith said.

Unless the funds are secured, he warned, several of the participating agencies will have to curtail their activities. Agencies participating are Boy Scouts, Youth Center, Girl Scouts, Boys Club, Welfare and Friendly Aid, and Desert Museum.

## Urge Council to Ask Rink Resignation

A Citizens Committee this week started circulation of a petition asking Mayor Charles D. Farrell and city council to "request the resignation and/or render the dismissal of the present city manager," Russell Rink.

Three hundred signatures have been secured in the first few days, and the campaign is gaining more and more momentum daily, the backers claimed.

**THE PETITION** was prepared by Attorney Leonard Book, at the request of the Citizens Committee. It reads:

"To the Honorable Mayor Charles D. Farrell and the City Council of the City of Palm Springs:

"Whereas: The Citizens of Palm Springs earnestly feel that the present holder of the

See PETITIONS, Page 5a

## The PUBLISHER'S Corner

by OLIVER B. JAYNES

AS EVERYBODY KNOWS NOW it was Paul Hoffman who addressed the Rotary Club here yesterday — not Paul Helms as reported in this column last Monday. We'll be a long time living down that error . . . one of those things which can't happen — but it did. Both men have the same name and initials, are nationally prominent and have winter homes at Smoke Tree Ranch; but a miss is as good as a mile. Anyway, they are both good Americans — and good friends — so we hope the confusion will be forgiven.

**WHAT A BARGAIN** . . . that breakfast at the Legion clubhouse next Saturday morning for the benefit of the Little League baseball teams here. An opportunity to support a very fine youth activity, a good breakfast and a ticket to one of the Seattle Rainiers exhibition games — all for one dollar! Funds will go to buying uniforms and equipment for the Little League players, and the more provided the more teams will be able to participate in this youth activity which has swept the country.

**WE APPRECIATE** the response to the appeal in this column on behalf of the Palm Springs Community Chest. Mr. Roy Nafziger and John Stetson, both winter residents sent in checks for \$100 . . . The Chest is still short of the necessary funds to keep the important facilities of its six community agencies in operation for another year. If you haven't shared in this responsibility, don't fail to do so. You may leave a donation in any amount at The Desert Sun office or mailed to P.O. Box 11, Palm Springs. Let's have some more volunteers!

**FROM FAR OFF** Ontario, Canada, comes word from William Aylesworth, editor of the Watford Guide-Advocate, that he reads The Desert Sun — including this corner and even the grocery ads. He noted the complaint we made recently about throwing rubbish along the highways of California and thought we would be interested to read the comments of a California visitor up that way who was so impressed with the tidy condition of the roadsides in Ontario that she wrote the Department of Highways to compliment them. She inquired as to whether the department maintained steady clean-up crews, or were the people naturally meticulous? . . . Our guess would be that Canadians are more thoughtful and tidy. We observed the trash-free condition of the highways up that way last summer — and didn't see any clean-up crews at work either. The condition of our highways in California are a disgrace due to the careless tossing of refuse from autos.



**BROADCASTS HERE** — CBS news commentator, Lowell Thomas made his newscasts from Palm Springs the first three days this week.



## Plans Complete for Easter Seal Campaign Here

Twentieth annual Easter Seal campaign to raise funds for crippled children began this week in Palm Springs and will continue until Easter. Local directors of the National Society are Mrs. Wilson Gibbs, Mrs. Earl Coffman and Mrs. Stanley Rosin. Seals will be received by local residents in the mail this week. The Soroptomists are distributing the coin receivers at strategic points throughout the city with Dr. Calista Stefan in charge. This year, Job's Daughters throughout Riverside county are working on the seal sale as one of their projects. Marcia Kane, honored Queen, Connie Cornes, senior Princess and Judy Watlet, junior Princess of the Palm Springs Bethel 180 are in charge. They will be stationed in the downtown area after school and on weekends.

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IF YOU  
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WHAT  
HE  
KNEW--  
WHAT  
WOULD  
YOU  
DO?  
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**ANNE BAXTER**  
with KARL MALDEN-BRIAN AHERNE  
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"She's Back On  
Broadway"

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PLAZA: Weekdays 5:15 P. M.  
VILLAGE: Weekdays 5:15 P. M.  
Sundays 1:30 P. M.  
Sundays & Holidays 1:30 P. M.

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JOINING IN THE SPIRIT—Mayor Allen Pomeroy of Seattle joined Mayor Charles Farrell in a joint proclamation of naming Palm Springs as the Winter suburb of Seattle, and this week as Baseball Week in the Village as the Seattle Rainiers are training here. The mayor is pictured above talking to Mayor Farrell and C. Ronald Ellis, who originated the idea. For a picture of this side of the telephone conversation, see Page One.

## Idyllwild Site of First Travelling Session of Board

County supervisors indicated they will hold a meeting in Idyllwild in June.

Recently a majority of the supervisors declared their intention to meet at least once a month in communities outside Riverside, the county seat.

They said those meetings will increase their knowledge of the county's problems and its citizens.

Monday the Idyllwild Chamber of Commerce invited them to meet in Idyllwild.

Other supervisors said they expected invitations to be coming

from Corona, Blythe and Indio.

The supervisors said the meetings in outside communities will be given to discussions. The actual voting must take place in the chambers of the supervisors in the county courthouse in Riverside.

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## SUNAIR DRIVE-IN

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Sterling Hayden - Louis Calhern  
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DORIS DAY - GORDON MCCREA  
"ON MOONLIGHT BAY"

Adults Admission, 65c Kids Free

## Indian Aquatic Squad Showing Big Improvement

Gradual improvement is being shown by the candidates for the 1953 high school swimming team, Coach Way Reynolds reported today.

The squad competed in a triangular at Riverside last week, with the Varsity placing third, the Bees taking second, and the Cees third. Scores were: (A) Riverside 47, San Bernardino 21, Palm Springs 16; (B) Riverside 44, Palm Springs 20, San Bernardino 1; (C) Riverside 34, San Bernardino 8, Palm Springs 6.

The squad competed against Chaffey here Wednesday, and

about 20 swimmers are scheduled to compete in the CIF invitational at Long Beach, with the preliminary on March 20 and the finals March 27.

Placing in the triangular at Riverside follows:

Class A — Medley, Palm Springs, third; 50 free style, Foster deJesus first, tying school record of 25.9; 100 breaststroke, John Ravese second; 200 free style, Dick Broten, third; 100 backstroke, Foster deJesus second; 100 free style, George Gowland, second; 4-man relay, Palm Springs, third. No Villager placed in diving or individual medley.

Class B—Medley, Palm Springs second; 50 free style, Al Brune second; 200 free style, Mike Black, second; 100 backstroke, Prentiss deJesus second; Tony Halstead third; 100 free style, Al Brune, second; 4-man relay, Palm Springs, second.

Class C—Medley, Palm Springs third; 50 free style, Gallorani third; 50 breaststroke, Harvey Haber third; 4-man relay, Palm Springs second.

## Preliminary Trial for Trio Delayed Until March 24

Preliminary hearing for three Village youths, Rudy Martinez, Gabriel Estrada and Joe Quezada, all 18 years of age, charged with assault with a deadly weapon, was postponed Tuesday by Judge Eugene Theriault until 10 a. m. March 24.

Judge Theriault acted on motion of Attorney Warren Slaughter, representing Martinez, who requested the delay after authorities amended their complaint to include five counts of assault with a deadly weapon against each of the defendants.

The original charge was for only one count against each youth.

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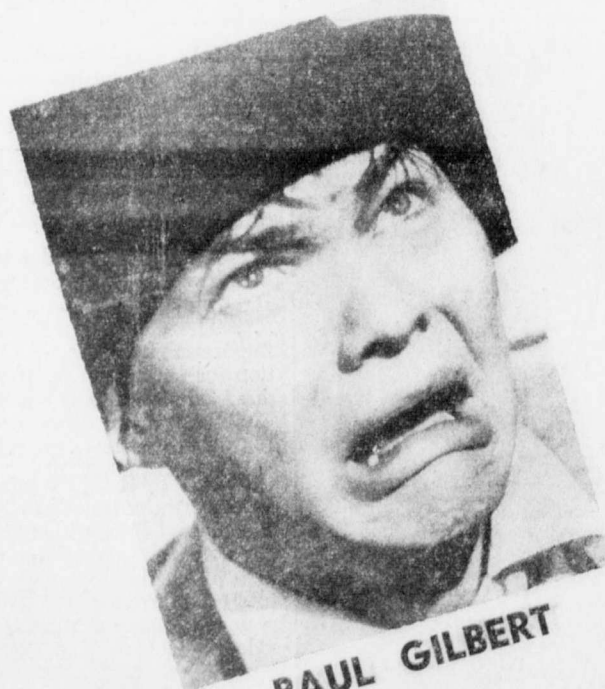
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## THIS SIDE OF THE SUN

gested the above poem, as he calls it... Which reminds me that jinx rhymes with some other word... Being a lady, I won't use it... Those of whom are not ladies (let's leave Denmark out of this) will know what word I mean.

BUT, PALM SPRINGS is a remarkable place... Most every time there's a new business opening or a new hotel or cafe,

there's an Open House... The doctor gives phat a long list of do's and don'ts... The Open Houses are just the opposite... But the Lord and Master expression is used with many reservations... always says: "Well, I can start again tomorrow... And then comes another Open House and another tomorrow... Well, we've reached March and still haven't had to call in the tailor to bring that suit up to the new measurements yet... Maybe we'll get by this year.

TODAY, I am taking off to pay my weekly visit to Auntie Phat asked "Why?"... She's not running today... Which statement recalls that Santa Anita is closed and there is no more hustle and hassle on Thursdays the day he can take off if he wants to... No more running up town late Wednesday night to get the Form... No more "Now, this goat should beat that dog"... No more "If Ida" on Thursday nights... Now Thursdays will be devoted to: Lions club and currently, to the Polo Grounds where baseball is at its height... Last Sunday we had a member of the bar with us... No, not a mixologist... A jurist... He and phat went to the ball game... Seems they wagered a nickel on each inning... When phat came home he said: "Honey, would you give the judge 45 cents?"... H'mmm, five gazinta 45 nine times... Guess he mis-guessed every time... But harking back to Santa Anita... This year he went every time with Don Klotzbeucher, member of The Sun staff... (Having

acquired the name I did many years ago, spelling "Klotzbeucher" is just a breeze)... At any rate, I said: "You like to go with Don, don't you?"... "Yes," he said, "It's so comforting... He says something as we leave the office, I answer him at Cabazon... He says something at Beaumont, I reply at Cucamonga... Then he ventures a remark at Glendora and I answered at Duarte... Next thing you know, we're at the track with the minimum of yakety-yak."

THERE'S a double reason I am writing this today... First

off, tomorrow is Friday, the 13th... Secondly, the other evening he came home using language I have never heard in the more than three decades I have been stuffing cotton in my ears... Seems some one was in the newsroom and knocked his favorite old war-horse Woodstock off the stand and put it out of commission... Now he has to use a new machine... "Slower than a hearse," he said... "That old Woodstock kept up with me... This new machine is ten words behind all of the time"... Smitty, the linotyper, is also praying the old machine

is repaired... He told me that the copy coming out of the new machine is worse than phat's handwriting... something I cannot imagine.

THIS IS THE LAST of these chores of mine until November... In that month there is the next Friday, the 13th... Phat was musing about this the other morning over the breakfast prescribed in his diet list... "By that time, maybe I'll be retired"... "Heavens!" I said, "You mean you'll be home all day?"... "Well, I won't bother you," he said, "I've got about 1400 records I'll re-index... And

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then, I'll ride the FSP in the meantime... There are nine states in the union I haven't been in... "Fine," I said, "but train rides cost money... What will you use?"... "Never thought of that... Maybe, you had better start thinking up something for November 13." See you right after Armistice Day.

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Truly an adventure in good eating

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## Cancer Lecture at High School Set for Mar. 18

Dr. Justin J. Stein, professor of Therapeutic Radiology at the UCLA School of Medicine, and director of the California Division of the American Cancer Society, will deliver a lecture on cancer at 3 p. m., Wednesday, March 18, in Room 12 of the high school.

The program is being sponsored by the Welfare and Friendly Aid society, in place of its regular meeting at the Health Center, Mrs. Barbara Coffman, president, announced.

Movies will also be shown, illustrating Dr. Stein's talk. The public is invited.

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## SUN AIR DRIVE-IN THEATRE Starts Sunday



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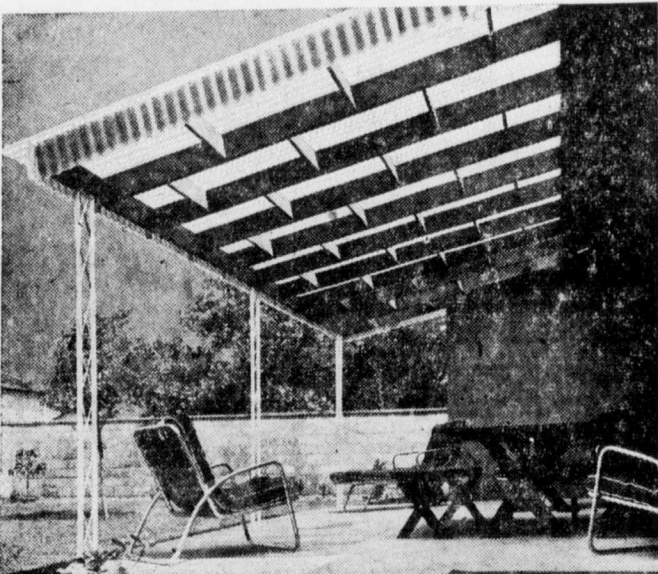
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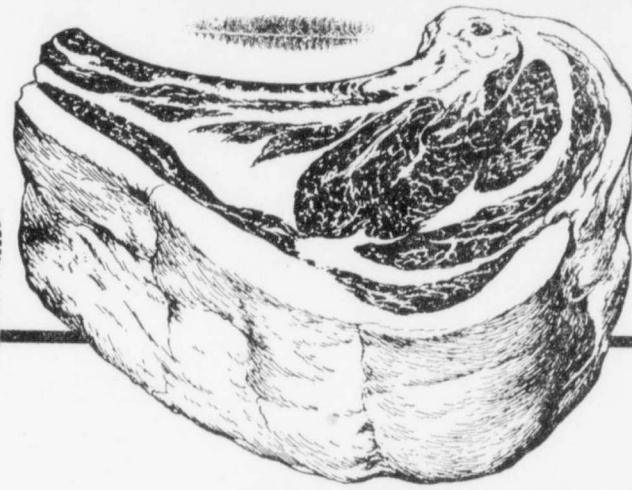
## This won't happen....

GOSH HONEY, THIS ROAST JUST WON'T CARVE LIKE THE ONE THEY HAD AT GLADY'S AND WALLY'S HOUSE. THERE'S A BIG BONE ON ONE END 'N TOUGH MEAT ON THE OTHER END!



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Cut from first five ribs of gov't graded U. S. CHOICE steer beef.

lb. **73¢**

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Del Monte Taste Tells  
8-oz. can **6¢** 2 8-oz. cans **11¢**

## ORANGE JUICE

Bel-air Frozen  
12-oz. can **25¢**

This Coupon worth **25¢ in CASH**

toward purchase of 25-lb. bag  
**KITCHEN CRAFT FLOUR**  
at your local Safeway Store

OFFER EXPIRES APRIL 12, 1953  
Cash value 1/20th of 1 cent.

## KITCHEN CRAFT FLOUR

ENRICHED WHITE  
Packed in 25-lb. bag  
Today's Price **2.10** with coupon **1.85**

**NUMADE MAYONNAISE**  
See display at store for special offer.  
pint jar **29¢** quart jar **53¢**

## SANDWICH SPREAD

Lunch Box pint jar **29¢** quart jar **53¢**

## Gingerbread Mix

Duff's brand. Add liquid, mix, bake.  
15-oz. pkg. **25¢**

## Lucerne Buttermilk

Churned, cultured. (Half gallon, 30¢.)  
quart carton **16¢**

Prices effective in local milk marketing area only.

## Sea Foods for Lent

**Halibut Steaks** Captain's Choice lb. **59¢**

**Salmon Fillets** Ready for the pan. lb. **53¢**

## LIVER SAUSAGE

SMOKED per lb. **49¢** FRESH per lb. **35¢**

## GROUND BEEF

Finest flavor, tops in quality. Special price!

## SLICED BACON

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## LAMB ROAST

Square cut. No shank, no neck. U. S. Choice.

VISION PACK lb. **39¢**

GRADE A lb. **55¢**

SHOULDER CUT lb. **49¢**

## CHECK EVERY ITEM...SAVE!

## AIRWAY COFFEE

Mild & mellow. Special value! (2-lb. bag, 1.36.)

## MARGARINE

Golden cubes, packed in cartons. Priced low!

## LUNCHEON MEAT

Rath's Black Hawk. Serve hot or cold.

## CRACKERS

Freshly baked salted soda crackers.

## SWEET PEAS

Picked and packed at peak of perfection.

1-lb. bag **69¢**

DALEWOOD YELLOW lb. **15¢**

12-oz. can **37¢**

1-lb. pkg. **21¢**

2 17-oz. cans **29¢**

## Dairy Glen Butter

First quality. Grade A. Quartered. lb. **69¢**

**Shortening** 3-lb. can **75¢**

**Fleet Mix** 40-oz. pkg. **35¢**

**Grahams** 1-lb. pkg. **29¢**

**Sweet Potatoes** Red Bird brand. 29-oz. can **29¢**

**Zee Napkins** Colored or White. pkg. of 80 **10¢**

**Chiffon Tissue** Toilet paper. per roll **12¢**

Right to limit reserved. No sales to dealers. Sales tax added to retail prices on taxable items.

More Values in Lamb  
Cut from U. S. government graded Choice Western Lamb.

**RIB CHOPS** Short cut, to broil. lb. **85¢**

**BREAST** To barbecue or bake. lb. **15¢**

**Curtsy BAKERY SPECIAL** "OVEN TO YOU"

Nutty, Tender, Tasty **WALNUT POUND CAKE!** Regular 32¢ SPECIAL **27¢**  
Curtsy "home ingredient" baked with finest fresh English walnuts!

**FOR THE KIDS!** Get this Space Gun Shoots Flying Saucers! only **50¢**  
Full details on **SLENDER-WAY BREAD** Standard loaf **22¢**

## SAVE 10¢

on the purchase of pound of **SUNNYBANK MARGARINE**. Just bring this coupon to your nearby Safeway store. Save 10¢ on 1-lb. Sunnybank Margarine. Offer expires March 21, 1953. Cash value 1/20th of 1 cent.

## SUNNYBANK MARGARINE

Golden cubes, foil wrapped. TODAY'S PRICE lb. **25¢** with coupon **15¢**



350 So. Palm Canyon Drive . . .

Air Conditioned

STORE HOURS: Mon. thru Sat. 9 a.m. to 8 p. m. Sunday 9 a. m. to 6 p. m.



a developer...



JACK MEISELMAN — Village home owner of many years. He is former president of the New York Handkerchief Manufacturing Company. "Palm Springs will be the city of fine homes even greater than today."

a financier...



BILL SMITH — President of Coachella Valley Savings and Loan Association. "My organization plans to keep pace with the growth of Palm Springs."

a realtor...



GEORGE GANNON — Realtor here for many years, has sold approximately \$500,000 of the luxury type homes now for sale in Luring Sands Park. "It's the best bargain in homes my organization ever had anything to do with."

# These Local Men Joined Hands to Bring You . . . A Home Within Your Income!

— they did it before

...here is the record

The developer, financier and realtor through close cooperation with local contractors and capable artisans and sub-contractors, erected, sold, and financed 36 home now occupied by 90 percent local residents. The key to this volume of home sales is the knowledge possessed by these men of the kind of homes you want to live in on the desert — here in Palm Springs.

— they've done it again

## and . . . Here It Is!

### Look at the Prices and Terms

BILL SMITH, president of Coachella Valley Savings and Loan Association, says: "The organization I head will arrange to finance your home in NEW LURING SANDS PARK."

## \$13,975 to \$14,500

DOWN PAYMENT ONLY

## \$2500\*

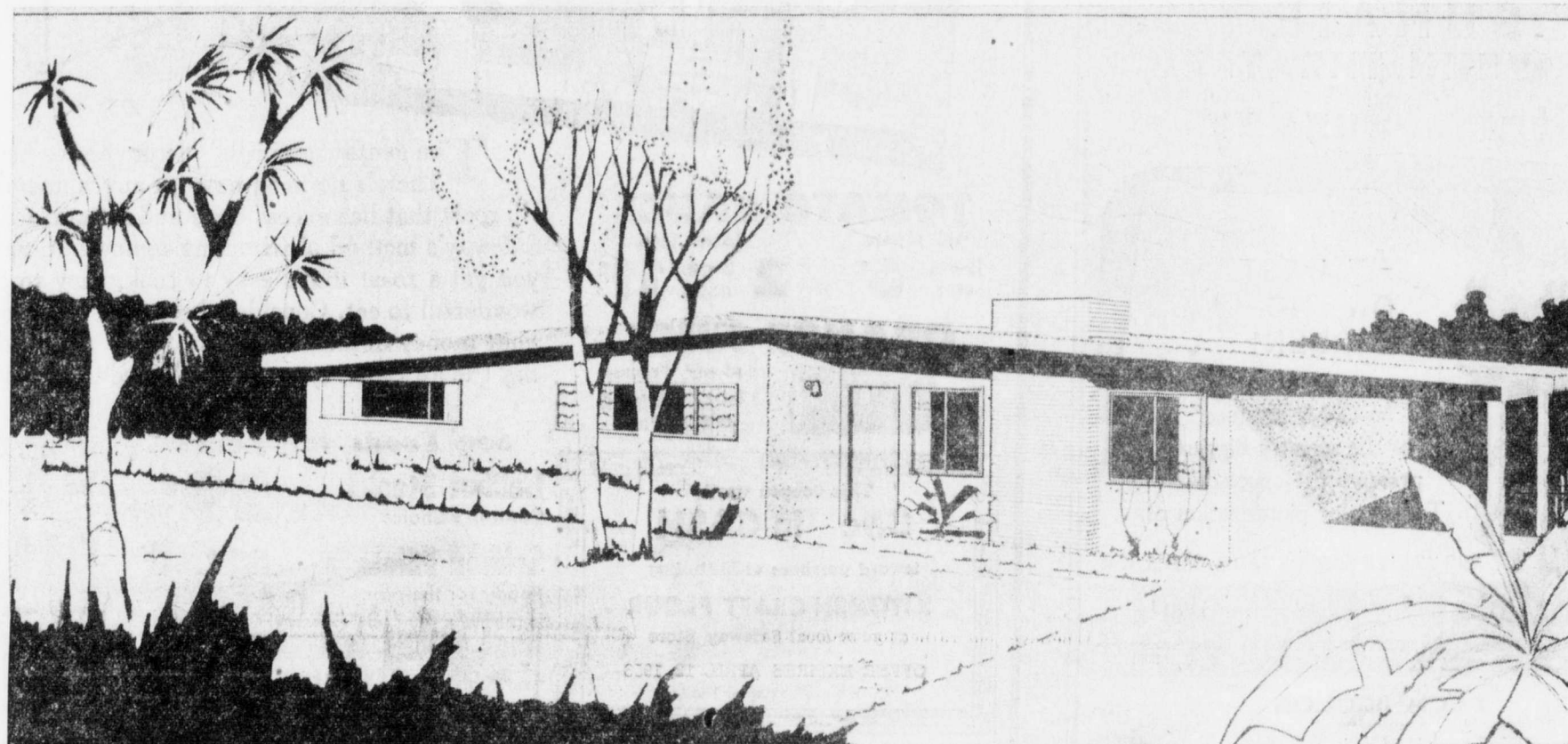
LOW

MONTHLY PAYMENTS

OF

## \$100 to \$110

Includes principal, interest, insurance and taxes



### Our New Development in Beautiful Luring Sands Park!

A clean visual sweep of the wide desert on one hand — the breath-taking beauty of Mt. San Jacinto, its snow-covered peaks and the Little San Bernardino mountains to the northeast. This may be the place where you may desire to spend the rest of your life — or to purchase your home for that once-in-a-lifetime investment. PALM SPRINGS IS GROWING and GOING PLACES NOW IS THE TIME TO BUY. Visit LURING SANDS PARK TODAY! There you will hear all about the luxury type home that is now within your financial grasp.

## Gannon Realty Company

463 N. Palm Canyon Drive

Telephone 2772

190 N. Sunrise Way

Telephone 5820

\* Plus Impounds

... with all  
these features

- Large Lots at least 100x100
- Near Schools
- Paved Street — No assessments
- Forced Air Heat-thermostatically controlled
- Vented Air Conditioning Throughout
- Electric Heaters in each bathroom
- Picture Windows
- Glass Sliding Doors
- Wood Burning Fireplace with Kindler
- Steel Sash
- 21 foot Kitchen and Service Room
- Sliding Steel Wardrobe Doors
- Abundant Electric Outlets
- Spacious Closets
- Large Carport
- Bath No. 1 -- Tub with overhead shower, tiled
- Bath No. 2 -- Tiled Stall Shower
- All Youngstown Steel Kitchen Cabinets
- Double Kitchen Sink
- Youngstown Formica Drainboard and Splash
- Tropical Patented Roof
- All Schlage Hardware
- Concrete Walks
- Paved Driveway
- Choice of Colors-Interior & Exterior

LOCAL CONTRACTORS TOO!

### LEONARD H. WOLF, JR. GENERAL CONTRACTOR

- HICKS & ALLRED, Leveling and Paving
- HOWARD A. DEASON CO., Cement and Slab Foundations
- A. H. PERRAULT, Plumbing
- J. R. STOCKBAK & CO., Plasterer
- PALM SPRINGS BUILDERS SUPPLY CO., Building Material
- RYAN & RYAN, General Contractors
- LOUIS TERRY, Painting
- COAST ELECTRIC CO., Electrical Installation
- PERRY F SANDERS, Sheet Metal, Air Conditioning and Roofing
- HUGHES FLOORING CO., Floor Covering
- AGUA MANSA TILE CO., Ceramics Tile
- J. GALLERANI, Masonry and Fire Places
- PALM SPRINGS CESSPOOL CO., Cesspools
- WEINGARTEN & HOUGH, Insurance



Two Dead, Third in Critical Condition as Result Wreck

Two persons are dead and another still remains in critical condition at Desert Hospital as a result of injuries suffered in a three-car automobile accident at 9:50 a. m., Monday, about a mile east of Whitewater. Dead are Noah Dickinson, 51, of Santa Ana, driver of one car, and Bernarde Murdock, 58, of San Bernardino, his sister-in-law, a passenger in his car. Remaining in critical condition is Claude Mussen, 59, of Colon, Michigan. Mrs. Mussen is listed as in good condition, and the other person hospitalized, Mrs. Noah Dickinson, returned home Tuesday. At a coroner's inquest Tuesday afternoon, the jury brought in an open verdict. The accident occurred when the Mussen car, pulling a trailer, while attempting to pass a car driven by John Miller of Santa

From Page One—MORE ABOUT PETITIONS

office of City Manager does not represent the best interest of the greatest number of people of this city, and "Whereas: We, the undersigned feel and believe that the policies of said City Manager, who is irresponsible to the electors, are not prom-

tive to the best interest of this community, and

"Whereas: The retention in office of anyone who has, during the past several months, aroused the indignation and displeasure of the people is an unwholesome condition to be rectified

"Therefore: We urge you to request the resignation and/or render the dismissal of the present City Manager."

ATTORNEY BOCK, who said that he is not circulating the petitions, explained that the citizens have no power over the hiring or firing of the city manager, and that this is merely an expression of their desire, which will be presented formally to council.

After that, he said, it will be up to council whether or not to accept the recommendation of the petitioners.

Rink, who has been city manager for about five years, was a valuable ally for comment Wednesday, being in Sacramento attending a meeting of the League of California Municipalities.

The most recent incident which aroused the anger of a great many Villagers was the resignation of Police Chief August G. Kettmann, for which many citizens blamed the city manager.

From Page 1b—MORE ABOUT HOFFMAN

fore we can win the cold war and the peace, the Russian leaders have to be convinced that their tactic of dividing will not work.

"They must be persuaded that we free people of the world are prepared to stick together and work together."

IN ORDER TO remain strong and increase in strength, Hoffman said that our free enterprise system and society must remain strong and gain in strength.

"We must not only believe in it," he said, "but we must understand it and the elements which need to be safeguarded in order to preserve it."

Our ability to produce is just as American as baseball, the Studebaker executive said, and added that "we have to keep productive."

OTHER FACTORS in keeping strong listed by Hoffman include the equitable distribution of wealth through wages, changing of industry techniques and ideas as required, continuance of competition, and continuance of the present policy of decision-making by many persons in companies.

In order to preserve the American way of life and the elements of a free society in this world, Hoffman called for everyone "to not be afraid to speak their mind," whether or not they are in the minority.

He also called for less criticism of people who are not afraid to speak up for what they believe, but rather for people to answer their comments. This does not pertain to freedom of expression for people opposed to the American form of government, he added.

"America was built by non-conformists," Hoffman said.

THE FORMER Ford Foundation director also called for a "just society and equality of opportunity for everyone." "We can't have a strong free society with second class citizens," he said.

American businessmen now have a great responsibility, he told Rotarians. It has been said, Hoffman explained, that American businessmen now have more voice with the administration than in the past 20 years, and "this is true."

"If we as businessmen speak words of wisdom—seeking freedom and justice and not special privilege—then America will once more illustrate to the world in a dramatic way what the government of the people can do in a free society," he concluded.

Hoffman was introduced by Howell Evans, chairman of the day. President Jacques Crommelin presided at the meeting.

Supposed Public Enemy is Found to be Safe Citizen

A man at first mistaken at La Quinta hotel for one of the 10 most wanted criminals in the United States today is working quietly in an indie restaurant after heavily-armed sheriff's deputies halted his car on Highway 111 and an FBI agent questioned him at the Sheriff's Indio substation.

Sheriff's deputies had been informed that David Dallas Taylor, pictured in a newspaper, and described as widely sought by law enforcement officers for unlawful flight to avoid confinement for murder, had worked at the La Quinta hotel recently.

FOUR HOTEL EMPLOYEES had identified him, the informant said.

Before deputies could leave for La Quinta, three telephone calls came in to say (1) that Taylor was at the hotel, (2) he was trying to start a car to leave the premises and (3) his grey car was proceeding to Marshall street.

Racing to the scene, in two Sheriff's cars, the deputies met the car on Highway 111. As startled motorists pulled to a stop beside the highway, the officers forced Taylor's car to stop near Dune Palms road and took Taylor into custody.

AN FBI AGENT was summoned from Banning. His questioning, and check of fingerprints and a close comparison of the suspect and the photograph revealed, however, that the sus-

pect was not the notorious Taylor. Because he was a victim of circumstances, deputies did not release the name of the relieved man.

From Page One—MORE ABOUT STRIKE

developed and caused damage to electric company facilities." He explained that no one would be available to repair the damaged circuits.

IT WAS REPORTED today that President Eisenhower may be asked to intervene in the strike of the 4350 workmen covering southern California.

Both Edison and Cal Electric are said to have notified the President that they are faced with the "possibility of disaster" and the "possibility exists that the President might invoke provisions of the Taft-Hartley law."

If the Taft-Hartley law is used, a federal injunction would be issued calling the workmen back to their jobs and an 80-day cooling-off period would begin.

Parents of Boy

Mr. and Mrs. John Leonhardt are the parents of a son, weighing seven pounds five ounces, born at 6:40 a. m., Sunday at Desert Hospital.

5a—The Desert Sun and PALM SPRINGS NEWS PALM SPRINGS, CALIFORNIA Thursday, March 12, 1953

Music Guild to Present Concert at El Mirador

Great music by great musicians will be presented to music lovers of Riverside county when the newly organized Music Guild of Desert Art Center offers in concert, Sunday, March 29, at 3 p. m. Max Rabinovitch, pianist, Cesare Claudio, cellist and Martin A. Ruderman, flutist. So important is the event, that Hotel El Mirador donated the use of its splendid auditorium for the concert.

The program will follow the standards set by the Guild, under the chairmanship and co-chairmanship of Harry Tomlinson Jr. and Albert Vertcham in that only classical compositions in the best tradition will be played.

Georgia Caldwell Freeman is chairman of patrons, and ushers and is compiling a list of representative people of the desert area, eager to serve in this first great musical organization of the desert, which has attracted to its membership noted musicians from as far away as Los Angeles.

Two-County Blood Bank to be in Palm Springs Monday

San Bernardino-Riverside two-county Blood Bank will make its monthly visit to Desert Hospital on Monday, March 16, from 11 to 1 p. m.

The quota has been set at 25. In February the quota was not reached, but it is believed that many possible donors contrib-

uted blood to the Red Cross Bloodmobile. Hospital Administrator Robert Henwood urged all Villagers to "build up a credit in the blood bank so that it will be available when needed."

Dr. William Elliott is in charge of the blood bank, and Mrs. Newton Hotchkiss is in charge of registration of donors and refreshments.

Donors are asked to call the hospital, 2251, and make an appointment, so that there will be no delay when they arrive there.

From Page One—MORE ABOUT CHAMBER

ber of Commerce manager, which included the general manager-ship of the Wichita, Kansas, Chamber.


Wilson, commenting today upon the Palm Springs program, had high praise for the local Chamber, declaring that its promotional and development activities have received nationwide recognition. He said the purpose now is to further improve the Palm Springs program and make it superior to that of any other resort city in America.

"This community-wide program is important to all Palm Springs citizens," Wilson said, "and therefore it needs and deserves the active interest of everyone, with the Chamber of Commerce serving as the one central agency through which all efforts can best be coordinated for maximum success of the program."

READ SUN CLASSIFIED ADS

**Hidden Springs Ranch**

Residence District  
Clubhouse — Pool  
99-year Leases with option to buy.



**No Matter How You Look at it...**

*White Stag* Bottoms are Tops

White Stag goes to all lengths from scants to deck trons to deck you out for care-free sun-fun.



Sizes 10-20 \$3.95 — \$5.95

Also Men's Denim & Play Cord  
Jaunty Slacks by White Stag



Open 'til 8 7 days a week

Hiway 111  
Cathedral City

Phone  
Palm Springs 8-4573

BE SURE TO VISIT SCOTT'S  
SHOP AT SMOKE TREE RANCH

**Remember . . .**

**For The Finest Food**

at the

**Most Reasonable Prices**

**— AND —**


**Where You Get**

**What You Want . . .**

**Without Waiting**

**EAT AT**

**THE PALMS CAFETERIA**



266 N. PALM CANYON DR.

**FREE PARKING**

on Indian Ave. Lot for Cafeteria and Milner's  
5c and 10c Store

**Desert Hot Springs**  
Doors Open Nightly 6:15  
Last Complete Show 8:15

Thurs.-Fri.-Sat. March 12-14



The two-time Academy Award winner in her greatest role!

BERT E. FRIEDLICH presents  
**BETTE DAVIS**

brings a woman's heart and soul to  
**"THE STAR"**

co-starring **STERLING HAYDEN**  
Produced by BERT E. FRIEDLICH Directed by  
STUART HEISLER • Original story and screenplay  
by KATHERINE ALBERT and DALL EUNSON  
A Bert E. Friedlich Production  
Released by 20th Century-Fox

also — **ROSALIND RUSSELL**  
Marie Wilson • Paul Douglas  
**"NEVER WAVE AT A WAC"**

Sun.-Mon.-Tues. Mar. 15-17  
B. Stanwyck — **"JEOPARDY"**  
also — **Rosemary Clooney**  
**"THE STARS ARE SINGING"**

*See it now! It's here!*

**NEW 1953 STUDEBAKER**

*The new American car with the European look!*



1953 STUDEBAKER STARLIGHT  
5-PASSENGER COUPE

*Announcing*

the appointment of a new Studebaker dealer  
to serve you in Palm Springs

**PALM SPRINGS MOTORS**

1078 N. Palm Canyon Drive



A complete line  
of new 1953  
Studebaker cars  
and trucks

Finest kind of  
Studebaker  
servicing for  
cars and trucks



# 366 SO. PALM CANYON DRIVE

Store  
Hours:

DAILY 8:30 A. M. to 10:00 P. M.  
SATURDAY 8:30 A. M. to 11:00 P. M.  
SUNDAY 9 A. M. to 9 P. M.

## Thrifty

CUT RATE DRUG STORES

THRIFTY Coupon

**\$200 VALUE!**

16-Inch Venetian  
Mirrors

Thrifty  
Special!

Sparkling  
addition  
to any  
room!

Dainty Etched Design



REG. \$1.69

LADIES' POLAROID  
SUN GOGGLES

With Smart Case

A huge saving on famous  
quality! Popular Sport-Glas  
with unbreakable lenses.

**69¢**

FOUNTAIN  
GRILL  
SPECIAL!

Shopper's Favorite!  
OLD-FASHIONED

**FISH**

**'N CHIPS**

With plenty of  
Shoestring  
Potatoes, Cole  
Slaw, Hot Roll and  
Butter.

**59¢**

Satisfying Meal-on-a-Plate!

THE  
LEADER

...has  
**LOWEST  
PRICES  
IN  
TOWN!**

THRIFTY SURPRISE GIFT BAG—WITH \$1.00 PURCHASE  
OR MORE — WHILE THEY LAST.

OVEN-  
FRESH

**FIG  
BARS**

FULL POUND  
Crisp vanilla cook-  
ies... luscious fig  
filling.

**23¢**

OLD-FASHIONED  
**CHOCOLATE  
DROPS**

FULL POUND

**29¢**

REG. 98c  
Heavy Duck  
UTILITY  
BAG

With Zipper

**79¢**

**\$1.00 VALUE**  
Leather Design  
**WASTE  
BASKETS**

Choice  
of  
Colors **66¢**

RITE'S - BOTTLE OF 100

**\$1.98 B-Complex \$1.19**

4-OUNCE BOTTLE

**\$1.25 Absorbine, Jr. 73c**

FULL PINT

**23c Milk of Mag. 12c**

BORBO - 4-OUNCE

**11c Med. Peroxide 7c**

4-OUNCE

**23c Calamine Lotion 9c**

BORBO - 4-OZ. TINCTURE

**31c Green Soap 19c**

**\$7.95 VALUE!**



ARVIN  
FOLDING METAL  
**YACHT  
CHAIRS**

**\$5.95**

2 for \$10.99

Sturdy, enameled  
steel frame... white  
with Aqua, Lime, or  
Tangerine canvas  
seat and back.

**\$4.50 Value!**

Saint or  
Sinner

**COLOGNE**

Your  
Choice **\$1.00**

By Adrian... delightful,  
individual!

**\$9.00 VALUE**

Saint and Sinner

**COLOGNE**

TWINS **\$1.98**

Rite's - 20 Volume - 4-oz. - Limit 2

**19c Bleach Peroxide 6¢**

Lady Elaine - Nylon

**Hair Nets 6¢**

Solingen - Ass't Points

**25c Tweezers 14¢**

Beret Style - Limit 2

**14c Shower Caps 7¢**

Richard's - 3-oz. - Limit 2

**14c Hair Oil 4¢**

**LIQUOR VALUES!**

**Kentucky Hill  
Kentucky Straight  
BOURBON**



FIFTH GALLON

4 year old, premium  
quality Kentucky dis-  
tilled straight Bour-  
bon... a super-value!

**\$3.37**

YANKEE  
CLIPPER

Blended  
**WHISKEY**

Fifth  
Gal. **\$2.98**

DUNDEE  
Cream of Scotch

**SCOTCH  
WHISKY**

Fifth  
Gal. **\$4.57**

**EASTERN BEER**

12-OZ.  
CANS **2 FOR 25¢**

CASE OF 24 ..... **\$2.87**

REG. 69c  
Alligator Top  
Men's & Women's  
SLIPPERS

CHOICE OF SIZES

NOW  
ONLY **49¢**

**\$1.00 VALUE**  
FUR-TRIMMED  
**SCUFFIES**

Pastel Colors  
Unheard-of values!  
Dainty, comfort-  
able. Choice of sizes. **39¢**

**\$1.00 VALUE!**

LADIES' & MEN'S  
**BEACHCOMBER  
HATS**

Fringed Straw  
Less than half  
price! Popular  
"razzle-dazzle"  
brim... cool,  
lightweight!

**49¢**

**\$1.00 VALUE-Ladies' & Men's**

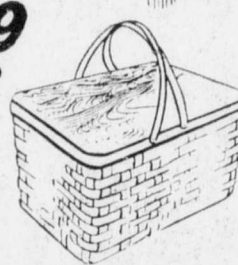
**VISOR  
STRAW HATS 59¢**

Big, Roomy, Family Size!

**WICKER  
PICNIC  
BASKET**

**\$2.69**

Smooth, woven  
fibre with close-  
fitting, hinged,  
wooden lid and  
2 handles.  
Stained a rich  
brown shade.



**\$10.00 Value!**

LEE

"GOLD COAST"  
IMPORTED BRIAR  
**PIPE**

A pipe dream com-  
true! Handsome pipe  
with gold-filled band  
... choice of shapes.

**\$2.98**

GIFT BOXED

Defrost Master  
REFRIGERATOR  
Defroster

**\$7.95**



REGULAR \$2.49

**POCKET  
WATCH**

**\$1.98\***



REG. 3.98

**ELECTRIC**

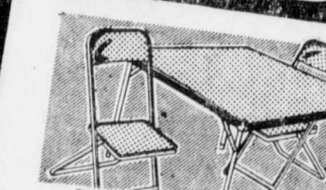
COFFEE

**PERCOLATOR**

8-Cup Size

**\$2.98**

A terrific value!  
Mirror-bright  
aluminum...  
streamlined design.  
UL Approved!



**\$12.95 VALUE**  
**CHILDREN'S  
CARD TABLE**

With 2 Chairs

Complete Set  
Folding steel set  
... chairs have  
padded leatherette  
seats, Masonite  
Prestwood table  
top.

**\$9.95**

**ENAMEL**

**CIGARETTE**

Lighter

Standard Type

Fully  
auto-  
matic  
action!

**\$1.69**

ENAMEL WINDPROOF  
CIGARETTE  
LIGHTER **\$2.19**





TWENTY-SIXTH YEAR

# The Desert Sun

and PALM SPRINGS NEWS

Page One-B Palm Springs, California, Thursday, March 12, 1953 Second Section

## Building Total in Local Area Half Million

Shows Increase Activity Outside of City Limits

Building in unincorporated areas of Riverside county hit a record-breaking total of \$1,565,497, the county building department reported this week. The total was represented in 317 permits.

The amount was almost \$100,000 higher than in any previous month since the county building code went into effect in October last year, Harold Krotsch, county building officer, said.

One-third of the permits were for construction of single family dwellings.

Permits in unincorporated areas in the Palm Springs district totaled \$156,920 in February. Coupled with \$377,100 in new construction within the city limits, last month's building activity in the Palm Springs area totaled \$534,020.

Permits in the local area were reported as follows:

Palm Desert	\$69,737
Cathedral City	50,946
Desert Hot Springs	30,069
Rancho Mirage	4,080
Thousand Palms	1,088
*Palm Springs	1,000

\*Outside of city limits.

## Crash Damages Three Cars Here

Damage estimated at \$125 was caused by a hit-and-run driver Sunday when his car struck the parked vehicle of Richard J. Goff, of San Diego, and forced it into the parked car owned by George F. Hodgkinson.

Damage to Goff's car was estimated at \$100, and to Hodgkinson's car \$25.

### TWO DOGS LOST

Loss of two dogs, black and white in color, was reported to police by Mrs. Janice Peace, 217 Via Miraleste. The dogs were chained together, she said.

## Specialty Salesman

Advertising specialty salesman wanted for Palm Springs and vicinity. Old established firm. State qualifications.

**Rodin Pen Co.**  
814 Pierce Street  
Sioux City, Iowa

## TRAVELING?

For reservations, tickets or travel information, call on us at the Southern Pacific Travel Office in Palm Springs. The location is convenient and we're happy to serve you.

The address  
**247 N. PALM CANYON DRIVE**  
Telephone 2235

**Charles W. McGann**  
Traveling Passenger Agent  
**F. Dale Hines**  
City Ticket Agent

Next time-try



# S·P

AMERICA'S MOST MODERN TRAINS

## Patrucca Now in Athens Following Jerusalem Visit

Ernest Patrucca has arrived in Athens, Greece, after visiting Jerusalem, Israel, in connection with the boys' colony which is being established there.

In a letter to Don Peake, Patrucca gave the following report on the situation in Israel:

"In Israel everything looks fine. The people have much to meet in the way of economy, but are full of good hopes and progress.

"Tal Avi is like any active American city. Here and everywhere in Israel you would find the action and doings of almost everyone very inspiring by the willingness and generosity of many to help each other, and work for the one goal toward the establishing of a self-sufficient Jewish nation.

"Much is yet to be done, however a great deal has been done, and great good has been accomplished.

"I expect to be in San Francisco about the middle of March."

## Births in County in 1952 Establish New High Record

County health department reported this week that the streak broke all records in Riverside county last year.

The department said: "The number of births among residents of Riverside county for 1952 totaled 4349.

This figure does not include approximately 60 more births which will be allocated to this county from the state as soon as records are available.

"This will accord Riverside county a record year of approximately 4410 births for 1952.

"Births for previous years include: 1940-1991; 1945-3000; 1950-4013; and 1951-4144."

There were more boys born than girls: 2250 to 2099.

## Seek Owner of Abandoned Auto

Police are checking with Burbank authorities concerning the status of a car which had been parked at the city limits of North Palm Springs for several days, during which time two wheels were taken from the car.

The vehicle has been impounded by the local department until word is received from Burbank, where the owner resides.

## Hotel Employee Held for Fraud

David Glenn Bremmer, 30, employed as a bus boy at a local hotel, was arrested here Friday on a warrant issued by Glendale police, charged with defrauding an innkeeper.

He is also being held under suspicion of burglary.

Glendale authorities came here Saturday and returned him to that city to answer to the charges.

### FOUR HUB CAPS STOLEN

Theft of four hub caps valued at \$15 between the hours of 11 p. m. March 8 and 9, m. March 9, was reported to police by Pete Pecarovich, 1450 North Indian avenue.

MARCH 19 THROUGH 29  
at  
**SAN BERNARDINO**  
38th  
National  
**ORANGE SHOW**

California's most beautiful agricultural exposition... Almost continuous entertainment

All Southern California Art Exhibit  
World's largest baking contest (March 24)  
A show for all the family

2 GREAT STAGE SHOWS DAILY 2 and 8 p.m.

Admission \$1 (children 25 cents) including stage shows  
Gates Open at 10 a.m.

11 ENCHANTING DAYS AND NIGHTS

## CREA President to be Guest of Village Realtors Monday

Palm Springs Real Estate board will be host to the 1953 president of the California Real Estate association, Frank McBride Jr., of Sacramento, next Monday at a dinner meeting at El Mirador hotel with George Gannon, president of the local board, presiding. McBride will be accompanied to the Village by Eugene P. Conser, state secretary and William McQuarry, field secretary of the CREA.

McBride is coming to Palm Springs following recent visits in eastern states to confer with realtor leaders who annually survey the real estate market outlook for future months, and where he participated as a member of the executive council of the realtor's Washington committee. He is one of the country's best known realtors, having won national acclaim for his outstanding advertising and sales promotion work in the real estate field.

PARTICIPATING with the local board in entertaining the state association executives are officials of nearby realty boards, including the Indio, Banning and Beaumont boards, who are joining with the local realtors for a record attendance at this meeting.

"We feel extremely fortunate that McBride is visiting our community early in his heavy schedule of travel to a total of 134 local realty boards throughout California," Gannon said.

McBRIDE, a native son of California, entered the real estate profession in Sacramento in 1933. He is president of the McBride Realty company, engaging in general real estate brokerage, management, subdivision and home building. He is a past president of the Sacramento Real Estate board, former regional vice

## Hit and Run Driver Smacks Car in Lot

Lee Mulanix, 156 South Indian avenue, reported to police Saturday afternoon that his car had been damaged by a hit-and-run driver while it was parked in the parking lot of a local store.



REALTORS PREXY—Frank McBride, president of the California Real Estate association, who will be a guest of the Palm Springs Realty board at a dinner meeting Monday at El Mirador.

president of both the California Real Estate association and the National Institute of Real Estate Brokers, and a director of the National Association of Real Estate Boards.



## Auto Stolen from Parking Lot Here

Theft of a new 1953 Mercury 4-door sedan was reported to police Saturday by Stanley C. Hickman, North Hollywood, when attendants at the parking lot of a local hotel were unable to locate the car.

Hickman said that he had checked the car with attendants an hour previous to the time when he returned.

## Finerman in Charge for Toastmasters

Morris Finerman will take charge of the speakers' program at tonight's dinner meeting of Palm Springs Toastmasters at the Tennis club, Warner Moon

## Deputy Assessor at Legion Hall

Deputy county assessors will be at World Wars Memorial hall again today and on Saturday to accept applications for veterans' tax exemptions and church exemptions.

They will be at the Hall every Thursday and Saturday from 9 a. m. to 1 p. m. on Thursdays, and from 9 a. m. until noon on Saturdays, throughout this month.

Veterans are asked to bring papers to identify their property when filing applications.

will have charge of the impromptu talks.

Dr. William Aikin, president, said that visitors are always welcome at Toastmasters club meetings.

If you enjoy fine Bourbon  
Ask for  
**YELLOWSTONE**  
KENTUCKY STRAIGHT BOURBON WHISKEY  
100 PROOF BOTTLED IN BOND  
DISTILLED AND BOTTLED BY YELLOWSTONE, INC., LOUISVILLE, KENTUCKY

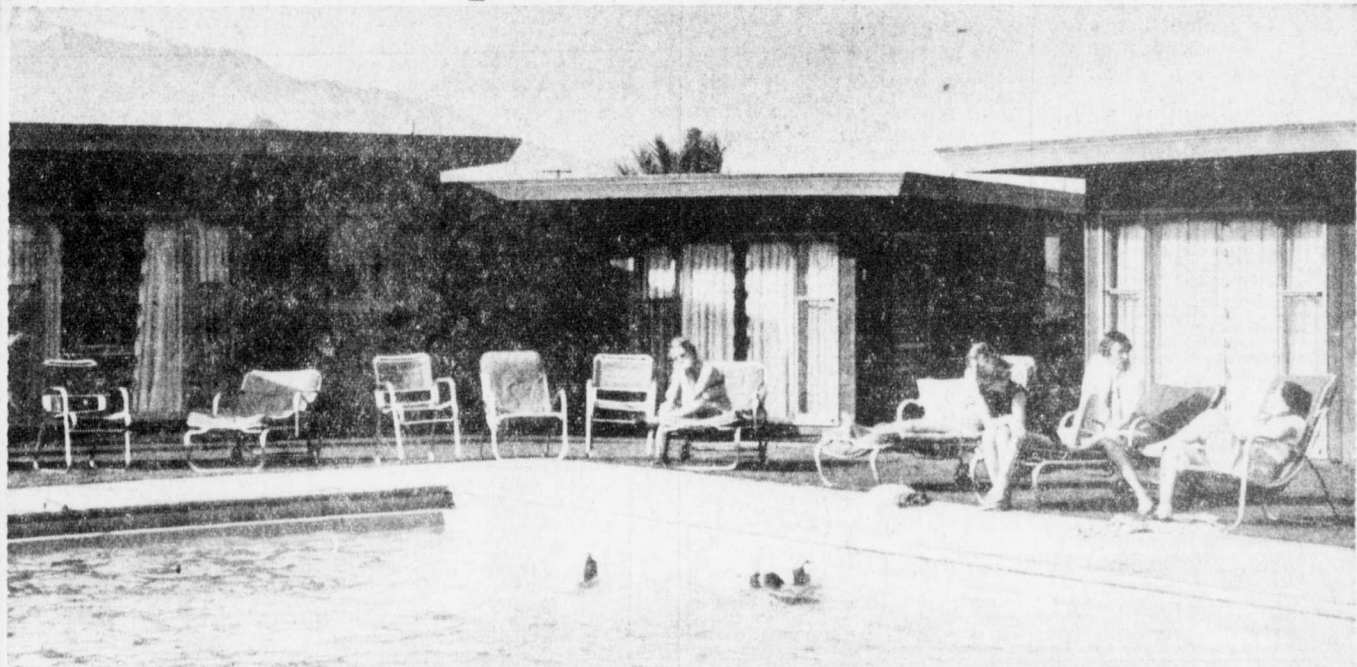
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AMERICA'S OLDEST AIRLINE

## Due to Illness Owner is Selling Palm Desert's Newest Apartment Hotel



## Larrea Lodge

**12 UNITS** all with completely equipped modern kitchens. 2 doubles, and 10 singles. Exquisitely furnished to guarantee gracious desert vacationing. All have their individual heating units and cooling systems... Large heated pool, huge outdoor bar

beque... ideal for entertaining. Every window boasts a dramatic view of desert or mountains. Located halfway between the fabulous Shadow Mountain Club and the ever growing shopping center, this is a real money making opportunity. It is also property that is gaining value and could not be reproduced for the asking price.

All of this for ONLY **\$85,000.00** Terms

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EDITH EDDY WARD



## Palm Desert Sunbeams

By EDITH EDDY WARD

Miriam Moyer's surprise birthday party for husband, Jack, last Friday evening was really a success. Jack was called out to help a friend whose car was stalled and you can imagine his surprise when he returned a few minutes later to find a big crowd singing Happy Birthday. They were Charles and Sylvia Mayer, Dee Dee Bailey, Al and Edythe Peterson, Millie Mitchell, Willie Gissell, Evelyn Sahland and Olive Denay. Mr. and Mrs. Leland Quick, Otto and Audrey Allgoewer, Helen Gabell, Mr. and Mrs. Hector Wood and the Earl Hupps. Miriam worked hard to keep the party a surprise and there were tense moments at times, but all went well and Jack was really surprised.

This Saturday and Sunday are the big days for the Shadow Mountain Gem and Mineral society, who are holding the second annual fair at the Indian Fairgrounds—10 a. m. to 9 p. m. both days. According to Leland Quick, who is in charge, this will be the biggest and finest gem and mineral show ever held on the desert. Over \$1,000,000 in minerals and cut gems will be on display and two of the most unusual exhibits will be a complete dinner set cut from agate and chess set made of jade and silver.

Over 32,000 square feet of display space are being utilized with four gem and mineral societies cooperating from Banning, Blythe and Coachella. There will also be special exhibits from the State Bureau of Mines and the Western Mining Council. There will also be a demonstration of cutting and polishing stones by some of the local rockhounds. There is no admission charge and free parking space will be available.

Ed and Hazel Sargent celebrated their fifteenth wedding anniversary Sunday evening with a cocktail party in the patio of their Sun Lodge. Music was furnished by Jack Harto on the violin and Dr. Charles Alexander, who just happened to bring his guitar along. Out of town guests included Mr. and Mrs. Stanley Rouse from Pasadena; Mr. and Mrs. Dudley Davis of Madison, Wisconsin; Mr. and Mrs. Jack Harto, Los Angeles; and the Charles Boettgens from La Jolla. Local guests were the Harrison Fishers; Mr. and Mrs. O. L. Waller, the Joe Moons, Ed and Bobbie Reichert, the Glenn Gurleys, Mr. and Mrs. Franz Bauer, Clare Johnson and her mother, Mrs. Thompson, the Jeff Shanks, Jack and Alice Smith, Verne and Lorraine Peck, Mr. and Mrs. Earle Hupp, Pam and Thorne Holmes, and the Maynard Straubs.

"Suicide Ted Elder," King of the Trick Riders of a quarter century ago is visiting his sister, Lois Roy, in Palm Desert this week. Back in the "twenties," Ted Elder was not only the undisputed king of the trick riders, but he was the first to do the Roman Team Jump over an automobile. He would ride at breakneck speed standing with one foot upon the back of each horse while they raced down and leaped over the car! A few strides after the team had soared over the auto, Ted would nimbly leap to the ground as the team raced on to the exit. In the chariot races he would finish standing up with one foot on each of the side rims of the chariot and, as soon as he had passed the finish wire, he would drop down between the horses upon the strap that held them together, making it look from the grandstand as though he had fallen underneath the horses. That is how he got his name of "Suicide Ted Elder."

SHADOW MOUNTAIN ECHOES: Tom and Jean Colby, owners of the Lazy H Shy Ranch which is just over the mountain from Palm Desert, spent the weekend here and attended the Shadow Ball. The Clarence Michaels, who have leased the "Ole" Oleson home, had as their guests at the Ball Mr. and Mrs. Mel Stewart of Beverly Hills and Mr. and Mrs. C. H. Weaver from Woodland Hills in the San Fernando Valley. Los Angeles attorney, Tom Yager, was a guest of the Ed Reicherts over the weekend.

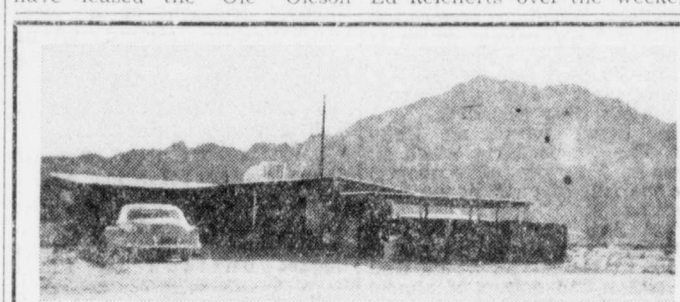
### FIRST CHURCH OF CHRIST, SCIENTIST, PALM SPRINGS, CALIFORNIA

A Branch of The Mother Church, The First Church of Christ, Scientist, in Boston, Mass.

Sunday service, 11 a.m.  
Wednesday Meeting, 8 p.m.  
Woman's Clubhouse  
Sunday School, 9:30 a.m.  
271 Ocotillo Ave.

The Reading Room located in The Center is open daily, except Sundays and holidays from 12 to 4, Friday evening, 7 to 9.

drop down between the horses upon the strap that held them together, making it look from the grandstand as though he had fallen underneath the horses. That is how he got his name of "Suicide Ted Elder."



### LA QUINTA

Very modern, compact, cute 2 bedroom view home—6 months old. Planned for desert living, 16 foot sliding glass doors open onto fenced patio. Large living room. Wall to wall carpeting and drapes - sprinklers - financed.

\$14,000

Phone 93-218

### 2b—The Desert Sun and PALM SPRINGS NEWS

THURSDAY, MARCH 12, 1953

## For Sale Brand New Homes For Sale

HOUSES THAT SELL THEMSELVES — PALM SPRINGS BEST BUYS!

NO. 1. 1317 CALLE PALLO FIERRO, LOT 45, RANCHO ROYALE TRACT... \$24,500

NO. 2. 1305 CALLE PALLO FIERRO, LOT 44, RANCHO ROYALE TRACT... \$24,500

Choice south location, back of Palm Springs Billmore Hotel, approximately 2500sq. ft. under roof.

1. Thermostatic Control Unit Heat
2. 6000 C.F.M. Cooling—every room
3. Cement Walks -- Patio and Driveway
4. Beautifully Decorated
5. Steel Sash and Slide Doors
6. Closets Galore
7. Tile Kitchen, Bath and Bath Floors
8. Asphalt Tile Kitchen and Service Porch
9. Stainless Steel Bar and Sink
10. Birch Hardwood Kitchen Cabinets
11. Knotty Pine Rumpus Room
12. Tropical Cool Roof
13. Flagstone and Brick Fronts
14. Beautiful View
15. Large Lots
16. Guaranteed Construction
17. Built by Licensed General Contractor
18. Extra Large Bedrooms (16' by 30' living room)
19. Worth Seeing
20. Priced \$5000 under Market
21. Open for Inspection 9 A.M. to 5 P.M.
22. 5% Commission to all P.S. licensed brokers.

SEE YOUR BROKER

Owner Phone 5856

## Hitler's Armored Limousine on Display in Village Today

Adolf Hitler's personal armored limousine will be on display again today, Thursday, on Palm Canyon drive, under the auspices of Owen Coffman Post, American Legion. Hours are from 9 a. m. to 9 p. m.

A large number of Villagers inspected the car yesterday, the first day of its showing.

Captured May 7, 1945, the 1943 Mercedes weighs 9500 pounds.

Its body is fully steel plated with one-half inch metal, and the bullet-proof windows are 1 1/4 inches thick.

Speed of the car is 135 miles per hour. Gas consumption is three miles per gallon, and the gas tank holds 70 gallons.

There will be no admission charge, but donations will be accepted for the local post's Welfare Fund.

## Mohrbacker to Address Antlers Club Tomorrow

Robert Mohrbacker, past district deputy of the Central district, will be the speaker Friday at 8 p. m. when Palm Springs Antlers club meets to continue plans for formation of an Elks lodge here.

As at the crowded meeting last Friday, there will be plenty of free beer and hot dogs. Charles Valentino, one of the prime movers in plans for the lodge, said.

The meeting will be held at World Wars Memorial hall. Valentino said that eleven past exalted rulers of Elks lodges will be in the Village this weekend. They will be at Del Pico Saturday and Sunday and anyone wishing further information on the BPOE may contact them there.

## Los Compadres Club Rides Into Painted Canyon

Approximately 40 members of Los Compadres made an all-day tour of Painted Canyon, near Mecca, Sunday, taking their horses there by trailer.

They enjoyed a luncheon at noon, and then inspected the locality.

Next Sunday, all members are asked to gather at the clubhouse early in the morning to aid in cleaning the grounds in preparation for the Third Annual Guest Ride on March 28 and 29, and their guests will follow the "work day."

More than 100 horsemen from throughout southern California are expected to attend the Guest Ride, President Jimmy Cooper said. Many special events are planned for their weekend stay.

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FORM 1040 U. S. INDIVIDUAL INCOME TAX RETURN FOR CALENDAR YEAR 1952

schedule A. INCOME FROM DIVIDENDS

Mayfair Markets

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**Kraft's Salad Dressing**

**MIRACLE WHIP** Qt. Jar **43¢**

**MAYONNAISE** Kraft's 35¢ Quart 59¢ Pint Jar

**FRENCH DRESSING** KRAFT'S MIRACLE 8-Oz. 19¢

**SANDIWHC SPREAD** KRAFT'S MIRACLE 16-Oz. 31¢

**JAR SPREADS** "Bustlin' Betsey" 5-Oz. Jar Olive, Pimento or Pineapple 21¢

**MARGARINE** 1-LB. Carton **24¢**

**PARKAY**

**DINNERS**

Macaroni and Cheese **3 PKGS. 29¢**

**KRAFT CHEESES**

**VELVEETA** 2-Lb. Loaf **88¢**

**GRATED** Parmesan 3-Oz. Box **29¢**

**CREAM** Phila. 2 for **29¢**

**SWISS** Natural 8-oz. Sliced Pkg. **49¢**

**SLICED** Swiss, Pimento American **29¢**

**FOOD CLUB, Enriched, Family**

**FLOUR** 10 POUND BAG **75¢**

**TREE TEA** 1-4 LB. **33¢** 16 BAG **18¢**

**Lawry's seasoned SALT** 4 OUNCE SHAKER BOTTLE **28¢**

**DIAL SOAP** Regular Bath 2 for **23¢** 2 for **29¢**

**LIQUORS**

5.65 WILLOW SPRINGS **BONDED BOURBON** Fifth 3.98 Gallon

\$3.89 GOLDEN BOUQUET Straight Kentucky **BOURBON** 4 Yrs. Old 5.29 5th Gallon

MJB Quick Cooking **RICE** with 10c coupon 8-oz. on MJB Coffee Pkg. **12¢**

**WESTON'S CRACKERS** BIG 4 LB. BOX **21¢**

**CIRCUS PEANUTS** 2 for **59¢**

**MODESS** 12 Count **38¢**

**L A NUT** Peanut Butter 12 Oz. **38¢**

**T SAWYER** Potato 3 3/4 Chips Oz. **18¢**

Corn Starch **Kingsford's** 1-Lb. Pkg. **14¢**

Laundry Starch **INIT** 12-Oz. Pkg. **13¢**

Laundry Starch **ARGO** 12-Oz. Pkg. **11¢**

Laundry Starch **NIAGARA** 12-Oz. Pkg. **18¢**

**KRAFT'S SALAD OIL** Pint Bottle **31¢**

**Cleanser BABO** 2 REG. 23¢ CANS

**Villa Point OYSTERS** Lenten Treat 7 1/2-oz. Can **46¢**

**For Whiter Wash RINSO** LARGE 27¢ GIANT 51¢

**American Beauty SPAGHETTI** Italian Style 1-Lb. Pkg. **23¢**

**Toilet Soap of the Stars LUX SOAP** REGULAR BATH 3 for 22¢ 2 for 21¢

**For Fine Fabrics LUX FLAKES** Large Package **27¢**

**New, Pleasant Odor LIFEBOUY** REGULAR BATH 3 for 22¢ 2 for 21¢

**Cloth Pack Deal BREEZE** LARGE 30¢ GIANT 57¢

**Detergent SURF** Giant Size **43¢**

**Breakfast Special KARO SYRUP** Waffle Dark or Light 24-Oz. Bottle **22¢**

**AUNT JEMIMA Pancake Flour** 40 Ounce Package **32¢**

**Shortening SPRY** 3 Pound Can **75¢**

**Table-Trimmed MEATS**

**GROUND BEEF** 35¢ LB.

Strictly Fresh Made, Lean

Unconditionally Guaranteed

**Chuck Roast** Graded Choice Steer Beef, Blade Cut **43¢ lb**

**FRYING SHRIMP** ARGENTINE CORAL **89¢ lb**

**SALMON STEAKS** Genuine Spring Red Chinook **49¢ lb**

**FRYING OYSTERS** No. Pacific 12-Oz. Jar **49¢ ea**

**COOKED, MAINE Baby Lobsters** a Lenten treat 1 to 1 1/2 lbs., each **89¢ lb**

**DELICATESSEN**

Lenten Special **Finnan Haddie** LARGE SMOKED **55¢ lb**

PIONEER QUALITY **Franks** 1-Lb. Pkg. **49¢**

KRAFT BALLARD **Biscuits** 2 8-Oz. cans **25¢**

**FROZEN FOODS**

Minute Maid **Orange Juice** 6-ounce Can **15¢**

FOOD CLUB **Cut Corn** 10-Oz. Pkg. **17¢**

FOOD CLUB **Haddock** 1-Lb. Pkg. **49¢**

**FRYERS**

Armour's Grade A **Fresh, Pan Ready** **59¢ lb**

**ELNA, CALIFORNIA TOMATOES** 24-OZ. CAN **15¢**

**ELNA, RICH, TANGY CATSUP** 12-OUNCE BOTTLES **25¢**

**Crackers** Sunshine 2 6 1/2-oz. Pkgs. **29¢**

**Napkins** Zee 2 80 Ct. Paper **25¢**

**SILK TOILET TISSUE** 2 650 Ct. Roll **13¢**

**SILK PAPER TOWELS** 150-Ct. Roll **17¢**

**Garden Fresh PRODUCE**

**ORANGES** JUICE NAVELS **3¢ lb**

**GRAPEFRUIT** ARIZONA LARGE each **4¢**

**AVACADOS** LARGE 2 for **25¢**

**TOMATOES** CARTON **17¢**

**CELERY** UTAH TYPE **3¢**

**WALNUTS** MEDIUM SIZE **25¢ lb**

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**KICKOFF BREAKFAST**

**AMERICAN LEGION HALL**

**9 A.M. to 11 A.M.**

**SATURDAY, MARCH 14TH**

Fathers, Mothers, Uncles, Aunts and Friends

Come help get the local Little League off to a good start.

**PROMINENT BIG LEAGUERS WILL ATTEND**

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Through the courtesy of the Seattle Ball Club your validated Breakfast Ticket will admit you to the afternoon game FREE.

Seattle vs. Los Angeles

\$1 \$1 \$1 \$1 \$1 \$1 \$1 \$1 \$1 \$1

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Fancy Food Market  
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"Delicacies From Around the World"  
"The Finest in Fresh Garden Vegetables and Fruit"  
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Delivery Daily  
Charge Account Available  
THE  
**El Paseo Market**

## "Road to Gaza" Sunday Topic of Dr. Blackstone

Dr. James H. Blackstone Jr., pastor of Palm Springs Community church, will speak at the 11 a. m. service Sunday on "The Road to Gaza." It is the fourth in a series of sermons on "The Road to Life."  
There will be special music by the Chancel choir and soloists will be Miss Rose Sena Latta and Robert Bruce.  
Sunday school will convene at 9:30 a. m. A new class has been organized, "Builders Bible Class" with Dr. W. W. Catherwood in charge.  
Parents of Junior high school boys and girls are invited to the Junior high Christian Endeavor meeting at 6 o'clock. Senior high Christian Endeavor meets at the same time.  
The topic for the 7:30 p. m. meeting will be "Lessons from the Upper Room," illustrated by a colorful film, "The Lord's Supper."

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REDBLANDS

## Special Services at Reservation Church Nightly

Series of sermons and services being conducted at Our Lady of Guadalupe church on the Reservation, by the Redemptionist Fathers, from Whittier, was opened last Sunday at the several Masses.  
These spiritual exercises will continue each day this week at 7:15 and 8 a. m. and 8 p. m., concluding Sunday night with solemn Benediction.  
The Masses next Sunday will be held at 7, 8, 9 and 10:30 a. m.

## Vesper Services Planned Sunday

Second in a series of three Sunday vesper services will be held in Community church at 4 p. m. Sunday. Dr. Roberta Bitgood, organist and director of music at Riverside Presbyterian church, will present an organ recital assisted by Mrs. Winifred Derick, soprano soloist, also of Riverside.  
Organ selections will include "Fugue in C" by Buxtehude, Bach's "Arioso—I Stand at Heaven's Portal," "God's Time is Best," "O Sacred Head, Now Wounded," "Fugue a la Gigue" and "All Glory, Laud, and Honor" by McKinley. Soprano solos by Mrs. Derick will include Bach's "My Heart Ever Faithful," "O Saviour Sweet," "Lord, to Thee" and Hummel's "Hallelujah," "Wake, Wake" by Tunder and "Morning Hymn" by Henschel.

## Sunrise Service in Preparation at Palm Desert

Easter Sunrise Service will be held at 5:37 a. m. April 5 at Palm Desert Community church. Dr. John Robertson Macartney, pastor, announced Monday. It will mark the fifth Sunrise Service at the church site.  
Forty-five young people from Coachella Valley high school will arrive with trumpeters to hail the dawn of Easter. Breakfast will be served the musicians after the service.  
Soloist for the Sunrise Service will be Mrs. Frederick Watson of Palm Springs.  
Dr. Macartney will recite portions of Henry VanDyke's poem, "God of the Open Air." This poem was first read by VanDyke at a Sunrise Service at Mt. Rubideaux half a century ago.  
A pot-luck supper was held at the church Tuesday night.

## Betrayal of Judas Topic on Sunday

"The Betrayal of Judas" will be the topic Sunday evening of the Rev. Pearl Lady Moore at the Youth Center at 8:30 o'clock. Rev. Moore is pastor of the Religious Science church of Pomona.  
"Judas has come down in history as one of the most evil men," she said, "and yet he has left us an all important lesson to follow."

## Announcing

The Opening of  
Another  
**CARLTON**  
Juice Bar and  
HEALTH FOOD  
STORE

HAVE A  
DRINK  
of  
Delicious  
Fresh Carrot Juice

360 S. INDIAN AVE.  
(across from Sawley)  
PALM SPRINGS

## Sunday Service at St. Paul's Church

Services at St. Paul's in the Desert Sunday, the fourth Sunday in Lent, will start with Holy Communion at 8 a. m., Holy Communion at 9:30 a. m., a service of instruction for children and Morning Prayer and Sermon by the Rev. William A. Blondon, rector, at 11 a. m.  
"The fourth Sunday in Lent is sometimes referred to as Refreshment Sunday," Father Blondon said. "Falling in the middle of Lent it is traditionally at a time when a slight let up in Lenten rigors are allowed. The idea of refreshment also comes from the Gospel for the day. It tells of Jesus' feeding of the 5000."  
Holy Communion will be celebrated Tuesday morning at 10 o'clock.

## Messiah Idea is Sabbath Subject

Sabbath services will be held tomorrow evening at 8:15 o'clock at Temple Isaiah. Rabbi Arthur B. Lebowitz has chosen for his sermon topic, "The Messiah-Idea in Judaism."  
Music will be furnished by the temple choir under the direction of Harry Tomlinson.  
Saturday morning services are scheduled for 10 o'clock.  
Religious school classes are held at 10 o'clock on Sunday morning.

**LICENSE TAGS STOLEN**  
Theft of a license plate and 1953 license tag from his car Saturday evening was reported to police by Clarence Twitchell of Aptos.

**LOSS OF GLOVES**  
Loss of a pair of ladies gloves Saturday evening was reported to police by Henry Lockwood, 1149 Calle Rolph.

## Finds Lost Jacket

O. S. Mahn of Los Angeles turned over to authorities Sunday a gabardine jacket, with polka dot lining, which he had found on East Ramon road.

## "SUBSTANCE" CHRISTIAN SCIENCE LESSON-SERMON

The law of God, Spirit, underlying all that is real, will be

discussed Sunday in the Lesson-Sermon on "Substance" in all Christian Science churches.

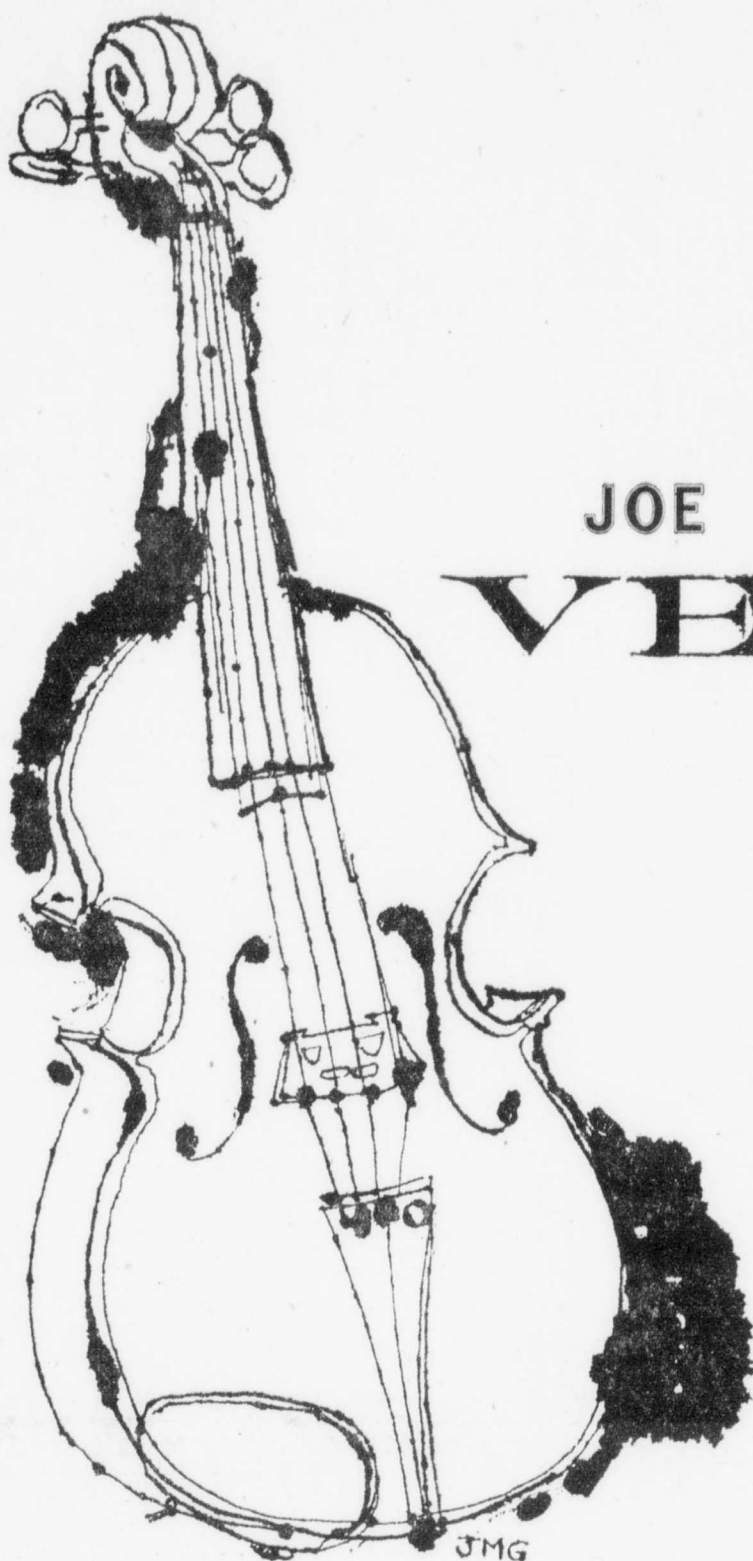
The declaration "I know that, whatever God doeth, it shall be for ever: nothing can be put to it, nor any thing taken from it," is the Golden Text from Ecclesiastes (3:14).

It is recorded in Matthew's Gospel (8:23-26) that when Jesus "entered into a ship, . . . there arose a great tempest in the sea,

insomuch that the ship was covered with the waves; but he was asleep. And his disciples came to him, and awoke him, saying, Lord, save us: we perish." And Jesus said, "Why are ye fearful, O ye of little faith? Then he arose, and rebuked the winds and the sea; and there was a great calm."

Mary Baker Eddy writes in "Science and Health with Key to the Scriptures": "There is no

vapid fury of mortal mind—expressed in earthquake, wind, wave, lightning, fire, bestial ferocity—and this so-called mind is self-destruction. The manifestations of evil, which counterfeit divine justice, are called in the Scriptures, "The anger of the Lord." In reality, they show the self-destruction of error or matter and point to matter's opposite, the strength and permanency of Spirit" (p. 293).



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. . . and his swinging, singing violin, bringing you the rhythmic music that sets your feet a'tomping . . . your fingers a'tapping Plan to see and enjoy the musical wizard who popularized "The Hot Canary" with his versatile violin . . .

Now appearing — a fabulous fun-filled show—Joe Venuti and his inspired combo, with vocals by Maxine Richards. All this —and magnificent Matt Dennis, too.

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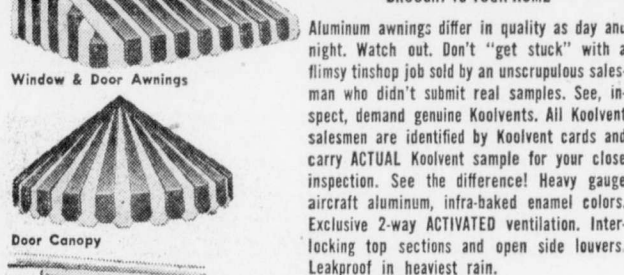
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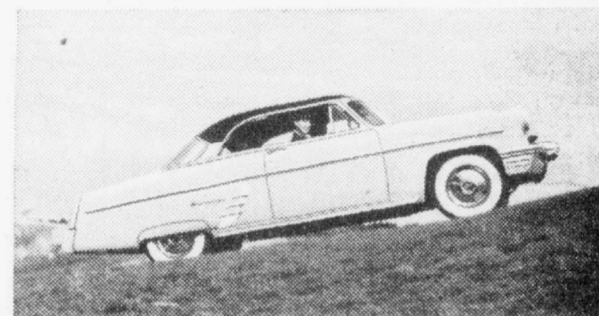
Aluminum awnings differ in quality as day and night. Watch out. Don't "get stuck" with a flimsy tinshop job sold by an unscrupulous salesman who didn't submit real samples. See, inspect, demand genuine Koolvents. All Koolvent salesmen are identified by Koolvent cards and carry ACTUAL Koolvent sample for your close inspection. See the difference! Heavy gauge aircraft aluminum, infra-baked enamel colors. Exclusive 2-way ACTIVATED ventilation. Interlocking top sections and open side louvers. Leakproof in heaviest rain.

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**SATISFACTION  
GUARANTEED**

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36 MONTHS TO PAY  
CONVENIENT TERMS IF DESIRED  
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**NEW YEARS-AHEAD STYLING**—A cleaner, longer, lower look. No bumps, no bulges. Parts are unified into larger, styled-together, work-together sections for greater beauty, better balance.



**NEW PERFORMANCE**—Proved V-8 performance, greatest in our history. And your choice of 3 great drives: silent-ease standard, Touch-O-Matic Overdrive\*, and smooth, no-shift Merc-O-Matic\*.  
\*Optional at extra cost



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IN ACTION!**

**FEEL** the swift, silent sweep of power as you take off. For Mercury is eager to show the best performance in its exclusively V-8 history. And there's still more power left under your toe—your reserve for mountains, for passing, for super turnpikes.  
Handling is finger-light. There's a velvety indifference to the worst road rut. Only smoothness, balance, powerful competence. And don't forget Mercury's famous economy and record of high trade-in value. Why not stop around at our showroom today? We'll be glad to lend you a car for a road test.



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Sizzling Hot Turkey, melted Old English Cheddar Cheese  
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A Prime Rib Dinner At \$4

with ACE BALKIN at the piano,  
playing your favorite melodies

The Sparkling New Terrace Room

**Hotel THE Oasis**

south belardo road





**AT HOWARD MANOR**—The lovely and dynamic Maxine Richards is the featured vocalist appearing at Howard Manor with world-famous Joe Venuti, his scorching-hot violin and combo. Maxine has starred at many of America's foremost night clubs and hotels.

## Top Entertainment Listed in Howard Manor Show

Bob Howard's popular Howard Manor, maintaining its policy of top-drawer entertainment, is presenting the one and only Joe Venuti, world's greatest swing violinist and his combo, with dynamic Maxine Richards, as featured vocalist.

Joe Venuti, a musician's musician, is the idol of many top entertainment personalities, not only for his musical craftsmanship but also for his pixie-like sense of comedy which has squelched many a would-be heckler.

He has been a feature attraction with many of the nation's top orchestras for many years—including Paul Whiteman and

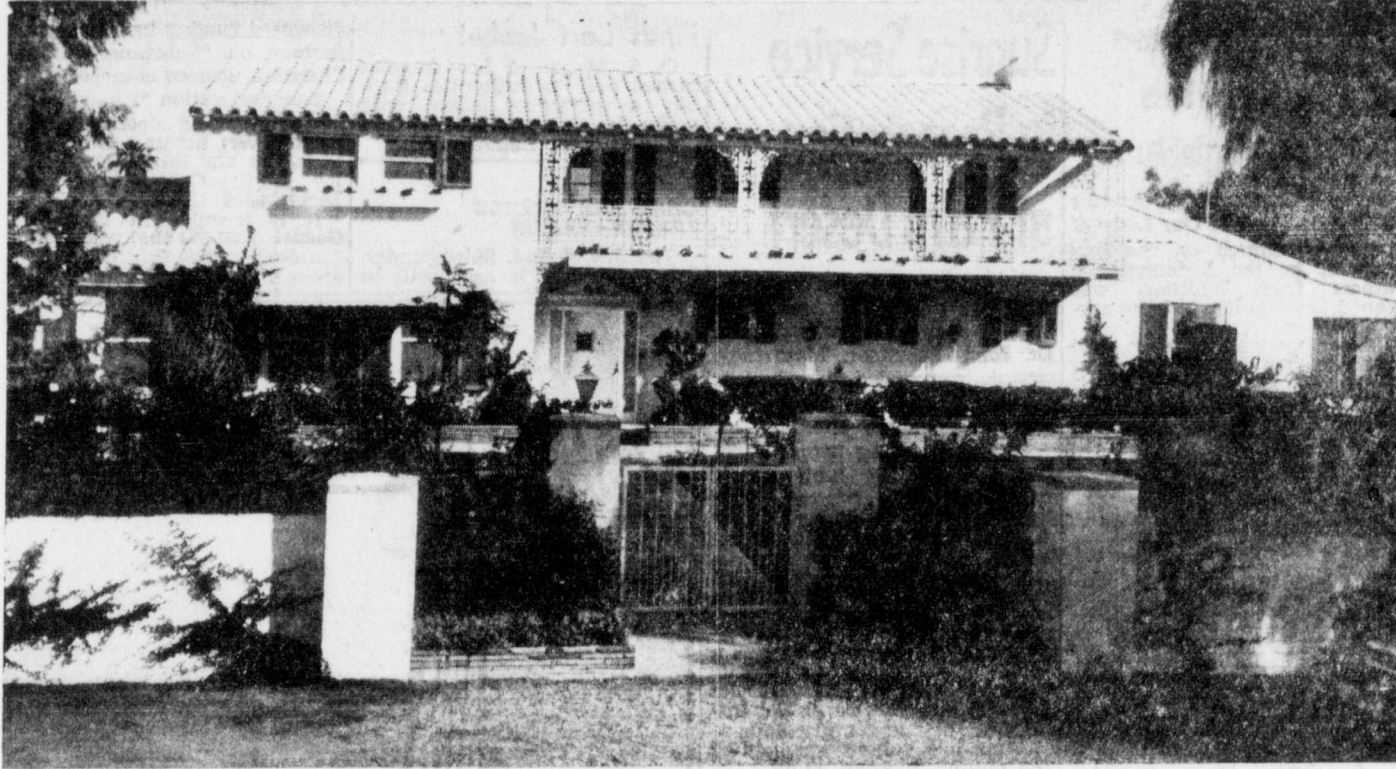
both the Dorsey brothers, Tommy and Jimmy. Also, he has done innumerable musical backing jobs with top vocalists including the old groaner, Bing Crosby.

His many song hits include the unforgettable and pert "Hot Canary" which swept the country some time back.

Joe Venuti's many friends and admirers are greeting him eagerly at Howard Manor—and so, it's deemed advisable to make reservations early. The Manor Room has no cover or minimum charge for the two shows nightly.

**Thieves Strip Car of its Hub Caps**

Pete Pecarovich, 1450 North Indian avenue, reported to police that four hub caps valued at \$15 had been taken from his car between 11 p. m., March 8, and 8 a. m., March 9.



(Gayle Studio Photo)

**SHOW PLACE**—One of the most beautiful residences in the desert area, the Ray Dodge home on Avenida Palos Verde, has been purchased by the Charles E. Beckers, who expect to occupy it around the first of next month.

## Bess Bender Style Show at Terrace Room of Hotel Oasis

As the perfect setting is important to enhance the intrinsic beauty of a jewel, so the beautiful Terrace Room of the new Hotel the Oasis will complement the Rags by Bess style show, to be held there Saturday, as a preliminary to the opening of the new Rags by Bess Bender shop in the Oasis building.

A light and airy show with a Spring theme will present professional mannequins, modeling three groupings of fashions, Before 5, For 5, and After 5. Spring flowers and a musical background will lend atmosphere to the smart luncheon showing of exciting new clothes.

Admission to the 12:30 luncheon will be by reservation only and the limit has been set at 200. Demand for tickets by customers who have been delighted with the very wearable and chic clothes from Rags by Bess Bender shop has been so great that there will probably be a number of disappointed ones unable to secure reservations.

Three hostesses, Mrs. Dewey Metzger, Mrs. George Thompson and Miss Muriel Fulton will preside at one large table. Among their invited guests are Mrs. Ruth Hardy, Mrs. Earl Coffman, Mrs. Charles Farrell, Mrs. Sam Taylor, Mrs. Oliver Jaynes, Mrs. M. O. Anderson, Mrs. George Robertson, Mrs. Robert Howard, Mrs. Mimi Sawtelle, Mrs. Frank Bogert, Mrs. E. E. Houghton, Mrs. Ray Ryan, Mrs. William Reichel, Mrs. George Wheeler and Mrs. Jeano Baillard.

Others hostessing tables will be Mrs. Austin McManus, Mrs. Homer McKee, Mrs. Emil Lauffer, Mrs. C. E. Fox, Mrs. R. K. Hanson and Mrs. Alexander Marcuse.

Following the style show, Bess Bender's new shop, 111 Oasis building, on Palm Canyon drive, will have its opening, from 3 to 9.

The spacious new quarters, decorated in the same shade of pink as the temporary shop, is delightfully decorated. The amusing fags by Bess Bender trademark is used as the motif on a column and a mural has been used very effectively. The fitting rooms, too, have been decorated with quaintly charming designs, cherub figures, with pins in their mouths, or holding pin cushions or tape measures.

**Anti-Fly Drive Inaugurated by Los Compadres**

In an effort to aid in controlling flies in the Village, Los Compadres this week announced the purchase of a sprayer which has proven very effective against insects but does not harm animals or humans. President Jimmy Cooper announced.

The city recently started studies of eliminating flies by the use of commercial fertilizers instead of organic wastes. If these studies prove satisfactory, an ordinance is expected to be enacted restricting the use of fertilizers to the commercial variety.

All local stables and places where horses are kept are cooperating in the attempt to eliminate flies, Cooper said.

## Judge Mitchell and Wife Guests in Palm Springs

Judge A. D. Mitchell of San Bernardino county superior court, and Mrs. Mitchell were guests Sunday of Mr. and Mrs. R. F. Graettinger, 450 Avenida Olancho.

The four dined at the Beachcombers Sunday evening.

## PROWLER GETS AWAY

Mrs. Mary Salais, 617 Beech road, reported to police at 12:26 a. m., Sunday, the presence of a prowler at her home. Investigating officers were unable to locate any suspects.



## YOLAND D. MARKSON'S NEW Deep Well Inn

The desert's most beautiful secluded 25 acres of glorious gardens.

Offering desert living at its best.

Spacious quietness . . . Tennis Courts . . . Heated Pool

The largest recreation hall on the desert.

Surprisingly inexpensive.

Rooms from \$7 per day, per person.

## AND FOOD

Served as only Santos can . . . food the true gourmet relishes.

## PLUS

Dick Henson's Cantonese Dinners

An ideal spot for a luncheon or dinner for 1 or 100 or more

Open to the Public

JOHN J. RAVESE, Mgr.

## Cars Damaged in Sideswipe Crash

Damage estimated at \$200 was caused to cars driven by Leife Erickson of Rancho Mirage and Aileen LeCompte, Bayshore drive, Washington. In an accident at 11:40 p. m., Friday, on Indian avenue.

The two cars, traveling in opposite directions, sideswiped each other, officers reported. Damage to each car was estimated at \$100.

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3 BEDROOMS  
3 BATHS • NEW  
\$29,500.  
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THE PLAZA  
Phone 2788

## Charles Beckers Purchase Beautiful Ray Dodge Home

Moving day will be around April 1 for the Charles E. Beckers who have bought one of Palm Springs' most beautiful houses, the Ray Dodge home on Avenida Palos Verdes.

One of the few two-story houses in the Village, it is of the picturesque New Orleans type with white wrought iron grill work. It has a tile roof and a modified Colonial doorway and is surrounded by extensive grounds, beautifully landscaped. The house has seven bedrooms and five baths. The Beckers are planning some redecorating of the interior. Outdoors there is a large pool and a championship size tennis court.

The Beckers, who have a large home in Springfield, Illinois, expect to spend about eight months of the year in Palm Springs. For the past two years they have had a home on San Lorenzo road. With them is their daughter, Mrs. Jacquelin Cutler and her two sons, Kingston and Tommy.

Mr. Becker, who is president of the Franklin Life Insurance company, is an ardent golfer and the Beckers are members of Thunderbird, Tennis club, Racquet club, Tamarisk and O'Donnell.

The Beckers first visited Palm Springs 25 years ago and would probably have become Villagers sooner than they did except for

## Hit and Runner

Mrs. H. Kientz, 425 South Indian avenue, reported to police that her car had been struck by a hit-and-run driver.

## Beauty Interlude

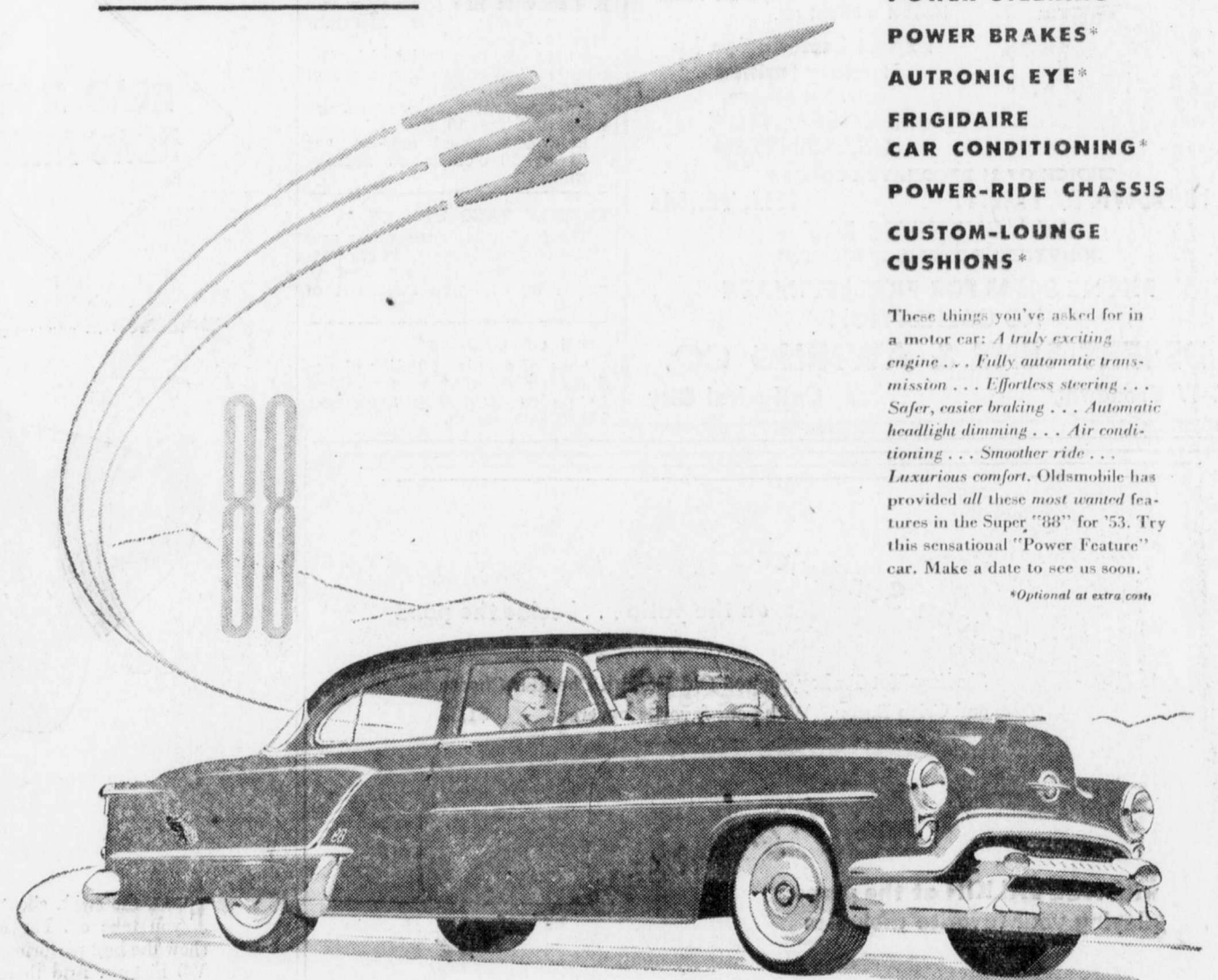
Especially designed for Palm Springs women, a program of training is now available to help YOU accent your best features. The beauty interlude may be taken in one or three sessions. Make the most of your face, your figure, your clothes.

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**Caroline Leonetti Ltd.**

122 West Arenas Road at Palm Canyon Drive

## The car with the most wanted features



## "ROCKET" ENGINE

HYDRA-MATIC  
SUPER DRIVE\*

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These things you've asked for in a motor car: A truly exciting engine . . . Fully automatic transmission . . . Effortless steering . . . Safer, easier braking . . . Automatic headlight dimming . . . Air conditioning . . . Smoother ride . . . Luxurious comfort. Oldsmobile has provided all these most wanted features in the Super "88" for '53. Try this sensational "Power Feature" car. Make a date to see us soon.

\*Optional at extra cost.

Above: Super "88" 4-Door Sedan. A General Motors Value.

"ROCKET" ENGINE **OLDSMOBILE**

SEE YOUR NEAREST OLDSMOBILE DEALER

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## Fabulous food for fine feathered friends

**WHETHER YOU'RE A BIRD** who just flew in for some desert diversion, or you belong to the local flock known as genus palmsprini-bus, you won't have an appetite like a bird once you see what our Howard Manor Chefs can do even with old standby dishes. Steak so tender you can cut them with a sharp glance. Ocean-fresh seafood. Super salads and desserts you'll want to write poetry about. Complete dinners sensibly priced.

Sophisticated Entertainment by  
**JOE VENUTI — MAXINE RICHARDS**  
MATT DENNIS

No Cover

No Minimum

**HOWARD MANOR**

Bob Howard, Host

"Where the green lights come in view at  
572 North Indian Avenue."

For Reservations Call 2227



## Cathedral City News

By Paul and Mildred Clark—Phone 8-4691

### Busy C. of C. Session

Regular monthly meeting of the Chamber of Commerce was held last week at the Town Hall. A resolution of thanks was extended to the Cathedral City Woman's club for the new drapes and cornice boxes which greatly improve the hall's interior appearance.

At the suggestion of County Planning Commissioner L. C. Lewis, the directors authorized a letter to State Senator Nelson

**5b—The Desert Sun**  
PALM SPRINGS, CALIFORNIA  
and PALM SPRINGS NEWS  
Thursday, March 12, 1953

## REAL BUY

FURNISHED HOUSE

City Utilities

Club Swimming Pool  
Privileges

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**Spring Ranch**

15 minutes from Palm Springs  
Ramon Rd. Thousand Palms  
See Mr. Doyle

Join the  
**Desert Hot Springs BOOM!**  
80 acres  
with well,  
paved road.  
NEAR SPA  
Elegant for  
Subdividing  
now.  
\$15,000.  
Tony Burke Inc.  
HIWAY 111 at  
WONDER PALMS  
P.S. 8-3481

on Dilworth and Assemblyman Lee Backstrand protesting bills 733 and 734. These bills would prohibit regulation of billboards by county authorities.

Secretary Robert Sherrill reported that terms of the following directors expire this month: Claude Cobb, Elmer Colglazier, Leo Dorrer, Carl Emerson, Mike Gordon, Emil Greener, Herbert Henry, L. C. Lewis, Bud Rupp and Robert Sherrill. Directors whose terms run until next year are Edward Biles, Paul Clark, Russ Hewitson, Leslie Kelley, Warner Moon. President Biles appointed a nominating committee consisting of Paul Clark, Claude Cobb, Emil Greener, Vernon Krings, L. C. Lewis to present names for the annual election of directors which will be held Tuesday, March 31. A list of the candidates nominated will be mailed to all Chamber of Commerce members prior to the election.

A committee consisting of L. C. Lewis, Paul Clark and Leslie Kelley reported on its investigation of the forming of a tax district known as a Community Service District to provide such community services as street lighting, development of parks and recreational activities, police protection, water supply and distribution. In order to form such a district a petition signed by 15 per cent of the voters who voted at the last gubernatorial election is required. In Cathedral City this would mean approximately 100 signatures. County supervisors then hold a hearing and if they see fit, an election is called for the formation of the district together with the election of three directors. The number of directors may later be increased to five. After the second election, terms run for four years. The proposed district may, if approved by the electorate, take over the existing fire protection and sanitation districts. On the pro side it was noted that many services now available could be supplied thus bridging the gap between a strictly county controlled area and an incorporated city. On the con side it was pointed out that additional services would of course mean increased taxes. It was decided that much further discussion will be held so that the general opinion of the electorate may be had before any petitions are circulated.

### Woman's Club

Sixty members and guests of the Cathedral City Woman's club gathered at the Town Hall last Wednesday for the regular meeting of the club which is held each first and third meeting of the month. The meeting presided over by the president, Mrs. Alphamay Larrison opened with a business session at which time the nominating committee, Mrs. Inez Southstone and Jackie Martin presented the following slate of officers for the 1953-54 year. President, Alphamay Larrison; first vice president, Margaret Davidson; second vice president, Inez Southstone; recording secretary, Wilma Gordon; corresponding secretary, Agnes McClure; parliamentarian, Leah Lewis; auditor, Bessie Kelley.

stead to donate to our library an outstanding book to perpetuate the memory of loved ones. At this meeting the president gave on behalf of the club, three books to the library in memory of Mrs. Alice Kunkle, Mrs. Margaret Jaycox, and Dr. M. M. Inman who was the husband of club member Mrs. Nonna Inman.

## Desert Art Center

By MIRIAM WILLIAMSON  
Gallery Director

Sunday evening at Frances Stevens school, Max Vaucher, former art instructor of Palm Springs high school, gave an absorbing talk on modern art. Colored slides of the works of many of the contemporary French artists were shown. With Chester Sproule operating the camera, Mr. Vaucher presented the first of a series of art lectures, under the auspices of Desert Art Center with the cooperation of the Adult Education program. William Darling introduced the speaker and made announcements of future art programs for the month of March. Miss Hortense Mandenberg, high school art instructor, was at the door and took the names of the interested spectators.

Mr. and Mrs. Vaucher and daughter Michele, were entertained at the home of Miss Esther Pedersen after the program, with delicious refreshments being served and further discussion of modern art enjoyed by Misses Christina Lillian, Agnes Pelton, Nancy Reed of Claremont, who came for the lecture, and Miriam Williamson. The artists' advisory council held a meeting Saturday, March 7, at the Desert Art Center where plans for the artists guild were formulated and ideas discussed for the coming Beaux Arts Ball, April 17 to be held at the Tennis club. Wilton McCoy, artist of Rancho Mirage, was appointed chairman to obtain materials for posters to be made by various artists which will be displayed in prominent locations to interest the public in this annual event. Those artists who have consented to assist in the making of the posters are Georgia Freeman, Jeanne Coutts Auguiano, Wilton McCoy, Axel Linus, Estelle Yerkes, Sophie Sturtevant, John Follansbee and William Darling as well will again lend their able support to making this year's ball a colorful and top-notch item of entertainment, superior even to the highly successful affair of 1952, which was attended by some eight hundred people.

Esther Palo-Kangas will again make the beautiful masques, which were so popular last year and it is planned that a booth will be obtained where they will be displayed along with rental costumes. The exhibition of the works of the Painters and Sculptors Club of Los Angeles is being visited daily by many out of town and local art lovers. All agree that it is an excellent and representative showing of the work of these well known fine artists. In the East and West rooms members paintings are being highly praised as well and many fine canvases are being displayed.

since the new year has been the largest in the history of the parish, states Fr. Leissler, pastor. The 180 seats in the church have been filled on a number of occasions, with standing room only. Each week finds some person of prominence in attendance—mentioning industrialist or celebrities. Last Sunday the men and boys of the parish were served a delicious breakfast after the 8 o'clock service. This is the first communion breakfast that the church has served. Similar events are planned for the future.

### Community Church

Community church reports that the standing room only sign should have been in evidence at both Sunday school and church services last Sunday. The growth of the area together with the peak of the tourist season are taxing facilities to the utmost, states Rev. Graham Hunter, pastor. The Sunday school facilities are particularly crowded, he says, on account of the necessity of dividing the attendance into the various age groups for study and instruction purposes. A determined drive among both members and non-members is being made as it is felt that the wellbeing of our community is greatly affected by the spiritual training provided our youth. Special offerings are being taken for Korean and Holland relief. The Ladies auxiliary will hold a meeting this afternoon at the home of Mrs. Nott on Sahara drive, Rancho Mirage. Miss Grace Clark for 34 years a missionary in southern Rhodesia, Africa, will be guest speaker. Rev. Hunter announces that the California Electric Power company has donated a 35-foot pole suitable for a volleyball net or a basket ball goal.

### Plan Ham Dinner

The Ladies Guild of St. Louis church has issued a public invitation to the ham dinner which they will serve in St. Louis hall, Glenn at B street, Saturday, March 14, from 5 to 8 p. m. A sumptuous full course dinner is promised by the ladies. This will make the fourth annual St. Patrick's Day dinner given in the parish. The first year 270 persons were served; last year 450 people partook of the meal. The Long Beach couple who have furnished the spirited Irish music for the past two years for the St. Patrick's Day affair will again furnish the entertainment for this dinner.

Attendance at St. Louis church

### Finds Filing Cabinet on Indian Avenue

Finding of a two-drawer filing cabinet on Indian avenue was reported to police Monday by Sam Webb, 17327 Covey street, North Palm Springs

some time next week.

The funeral of Mr. O. D. Wenger was held in Redlands yesterday afternoon with interment here, Dr. Graham Hunter of the Cathedral City Community

church officiated. Mr. Wenger, who was very aged and had resided in Cathedral City for many years, died last Sunday at the hospital in Beaumont. He had suffered a heart attack about two weeks ago and an old

friend, Mrs. Alice Eaton of Beaumont had taken him into her home to care for him in his last illness. His wife, Emma E. Wenger, who died several years ago, was one of the founders of the Community church here.

For the Thrill of Your Life - - -

Visit

**Milton F. Kreis**

in Palm Springs

**SATURDAY**  
**MARCH 14TH**

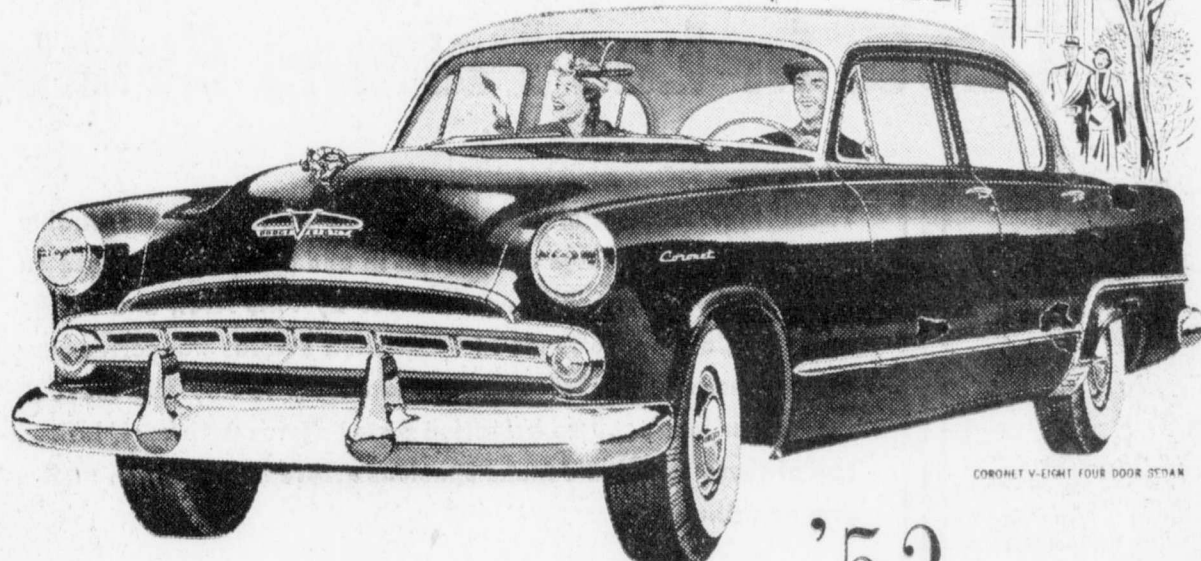
**Gala Day-into-Nite Opening**

The  
World's  
Most Unusual Luxury  
Drug Store  
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101 South Palm Canyon Drive

# STYLE

... fresh as tomorrow



CORVET V-EIGHT FOUR DOOR SEDAN

'53

# Dodge

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Power Packed Beauty

V-Eight or Six



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Jammed Packed with Local News  
and Local Pictures, too!

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# ATTENTION!



*Will Accept Any REASONABLE Offer  
on any one or all of these properties*

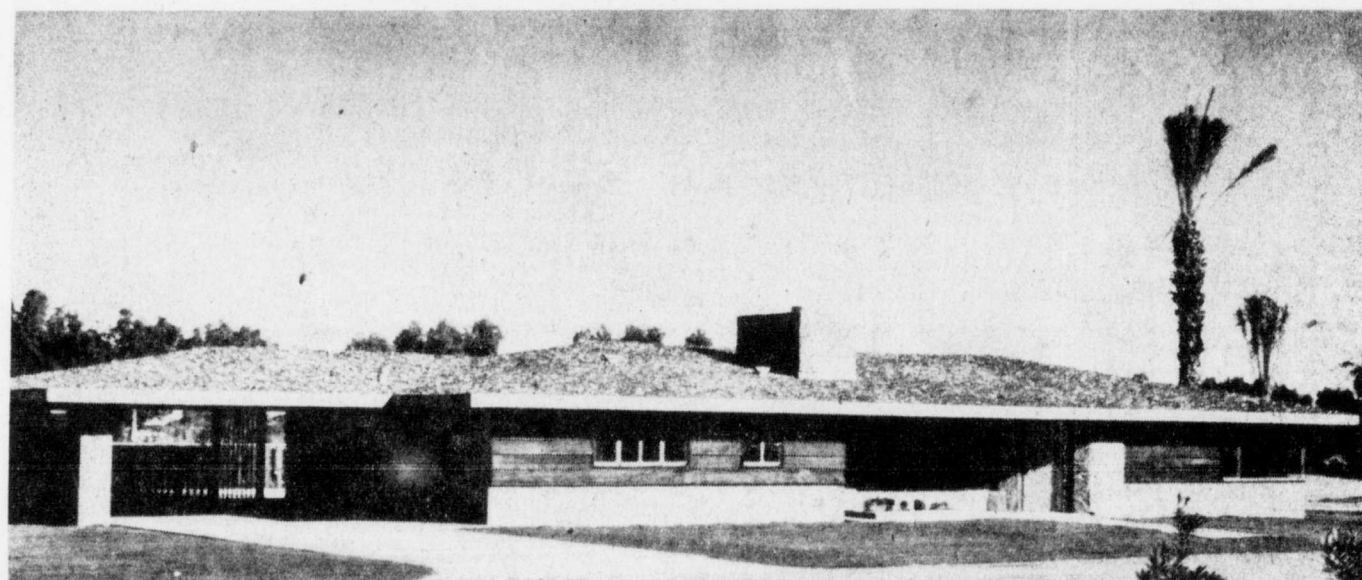
## VALUED AT OVER \$300,000

### ★ Palm Springs Family Estate

One of Palm Springs most desirable family estates from many standpoints, located at 635 Granvia Valmonte. Main House has 4 bedrooms and 3 baths... extra large screened lanai... beautifully landscaped and protected patio... heated swimming pool... championship tennis court... completely furnished in custom-built furniture... carpeted wall-to-wall... unit heat and air conditioned. Guest house has two bedrooms and baths, large living room and kitchen... heated and air conditioned. Large lot, approximately 200 by 300 feet and beautifully landscaped... 15 large trees. Main house can be purchased separately if desired, with ample grounds for both homes.

**Worth \$100,000 . . .**

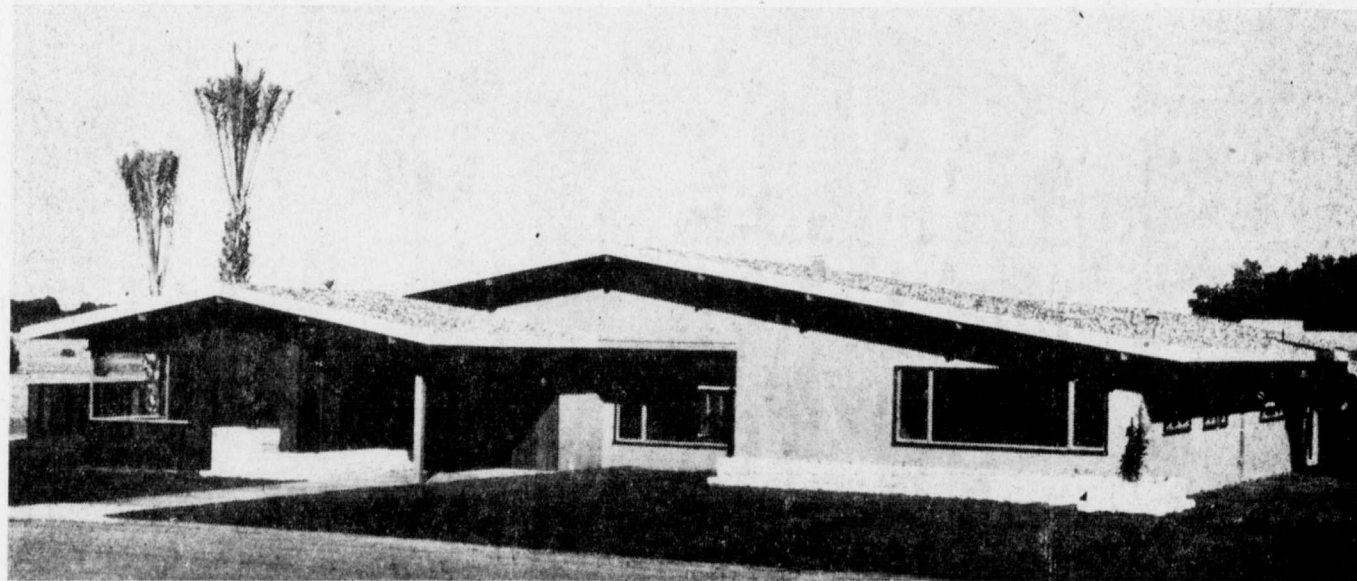
*. . . Make Offer*



### 3 NEW HOMES AT THUNDERBIRD

These three brand new homes are located at Thunderbird Ranch and Country Club... two adjacent to the Club and Golf Course (pictured here) and the other on the high ground across the highway from the Golf Course with a spectacular view of the surrounding desert and mountains... all have forced air heating and Chrysler electric cooling systems... they have heated swimming pools and the lots are beautifully landscaped... they have many built-in features not found in ordinary homes... The home situated on the high ground has 4 bedrooms and 4 baths and is one of the most desirable and best located homes in the entire desert area.

All of these homes are in area that has excellent TV reception... all have built-in electric barbeques, sliding doors and indirect lighting... everything you could ask for in the perfect desert home.



### ★ 4 Lots in Las Palmas Estates

These four residential lots are located in the most desirable section of Palm Springs and are all in one piece... bounded on the north by Stevens Rd., on the west by Vine Ave., and on the south by Camino Valnorte... elevation affords wonderful view in all directions... lots are approximately 150 by 150 feet... two corner lots... two irrigation water shares with each lot... two of these lots would make spacious estate homesite... underground utilities.

**Worth \$30,000 . . .**

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## Belmont J. Sanchez

1090 N. Palm Canyon Drive

Telephone 2424

OR SEE YOUR BROKER



# Nelsons to Open New Men's Store in Oasis Building



(Desert Sun photo)  
**MR. AND MRS. NELSON** — Mr. and Mrs. Isadore Nelson of Nelson's for Men in the Center who on Friday will open their new Oasis Men's Shop in Hotel the Oasis.

## Plan for Grand Opening Mar. 13 Announced Today

"The fulfillment of our dream to have the finest men's store at the finest location in Palm Springs."

This will be the opening of the new Oasis Men's Shop in the new Oasis building, 115 South Palm Canyon drive, Owner Isadore Nelson stated.

Grand opening of the new store will be on Friday, March 13, with an official preview being given Villagers Thursday evening at a cocktail party from 5 to 9 p. m. Catering at the party will be by Santos Catering Service.

"WE'VE ALWAYS wanted to have the finest men's store in Palm Springs at the finest location," Nelson said, in explanation of his earlier statement.

"The Oasis store was brought to our attention by Ernie Dunlevie of the Muriel Fulton office, and we took advantage of the opportunity to fulfill our dream," he said.

For the past three years, Nelson has owned and operated Nelson's for Men, located in The Center, and the store has shown an outstanding growth in that time.

"THIS GROWTH record also encouraged our desire for expansion," he continued. Nelson's for Men will continue to be operated by Nelson, but entirely separate from the new Oasis Men's Shop.

The new store will not only feature the latest in men's fashions and styles, but is modernistic in every possible way itself. Designed by Williams, Williams and Williams, architects, it is planned for the convenience of the customer in arrangement of all show cases and rooms within the store.

ALL FURNISHINGS are the latest in design, and many are

custom made and adapted to compliment each other.

The show cases are constructed in the rock wall, lending an unusual background for the many different items on display.

And there's ample room in the new building, one of the things lacking in Nelson's for Men, where he was limited in display and future expansion was impossible. There are 2200 square feet of floor space in the Oasis Men's Shop.

A PARKING LOT is available in the rear of the store for the convenience of customers.

Three entrances are available, one at the front, the second from the parking lot, and the third from the Oasis Professional building lobby.

The floors will be carpeted throughout, keeping with the atmosphere of luxury so evident in the designing.

One of the main features incorporated into the planning will be an alteration room, with Jacob Risburd, who has had 37 years experience as a tailor, in charge.

EVERY GARMENT that comes

into the store will be steam pressed before displayed and sold, and every garment which has alterations done in any way will be steam pressed before leaving the store, Nelson said.

This alteration room will be open at all times, he said.

The store will remain open year-round, with air conditioning and refrigeration installed for the comfort of customers.

MANAGER of the new store will be Al Ligier, a resident of Palm Springs for 16 years, who has been associated with Nelson in his shop in the Center.

Assistant manager will be Walter Ehlers, who has been associated with outstanding clothing shops in southern California and Minnesota for 14 years.

Ligier has had 20 years experience in selling. A native of Chicago, he came to Palm Springs for a vacation and liked it so well that he decided to make it his home.

He has been associated with the North Shore club of Lake Tahoe in an office capacity since

its opening in 1949.

EHLERS HAS BEEN a resident of California since 1946, and during that time owned his own store in Pomona for three and one-half years, and has been associated with Mullen and Bluet of Wilshire, Bullock's of Palm Springs and Howard Amos of Long Beach.

Prior to coming to California, he was associated with his brother in a men's clothing store in Minnesota.

Both these men and Nelson reiterated the policy which has been the theme of Nelson's for Men—"Always the latest fashions, shown here first."

"WE NEVER REORDER items we have carried before," Nelson said in explanation of this policy. "We always bring new items and new styles into the store at all times."

This is made possible, he explained, as buying offices are maintained in New York and Los Angeles, which are on the alert at all times for the latest in men's fashions.

Nelson himself has had a life-

TWENTY-SIXTH YEAR

## The Desert Sun

and PALM SPRINGS NEWS

Page One-C

Palm Springs, California, Thursday, March 12, 1953

Third Section

### Al Ligier Named Manager of New Oasis Men's Shop

Al Ligier, a resident of Palm Springs for 16 years and well known to many Villagers, will be manager of the new Oasis

Men's Shop, 115 South Palm Canyon drive.

The new shop, owned by Isadore Nelson, will have its grand opening Friday, March 13.

Walter Ehlers, equally well known in the Village, will be assistant manager.

LIGIER, A NATIVE of Chicago, came to Palm Springs for a vacation 16 years ago and liked it so well that he decided to make

his home here. He has had 20 years experience in selling.

He has been with the North Shore Club of Lake Tahoe in an office capacity since its opening in 1949.

EHLERS HAS been associated with leading men's clothing shops in Minnesota and southern California for the past 14 years.

Since arriving in California in 1946, he has been owner of his own shop in Pomona for three and one-half years, and also has been associated with Mullen and Bluet of Wilshire, Bullock's of Palm Springs and Howard Amos of Long Beach.

See NELSONS, Page 3c

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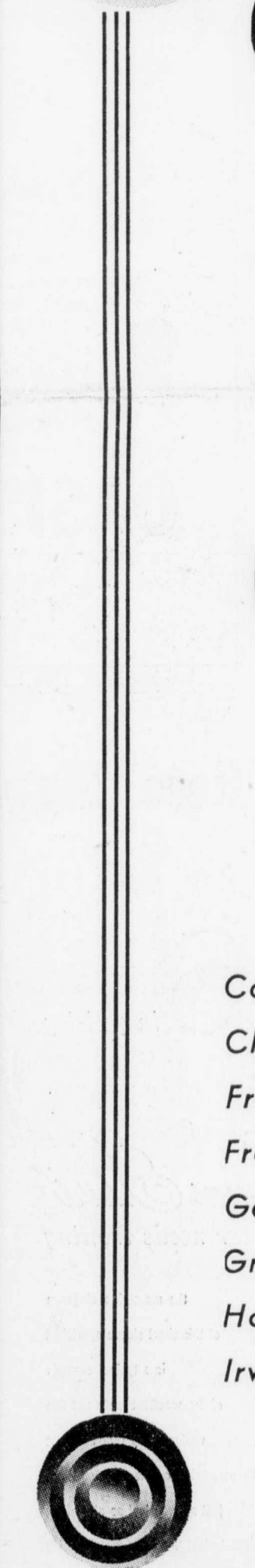
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## OPENING TOMORROW

### Friday - - March 13th

# The All New OASIS MEN'S SHOP

In The New Oasis Building  
at 115 South Palm Canyon Drive

### YOU'LL FIND

Cal-Sun Sport Shirts  
Champion Pants Co., Slacks  
Frank Mfg. Co. Sport Shirts  
Fred Perry Shorts  
General Headwear Co. Caps  
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Hollywood California Ties  
Irvin Foster Jackets, Sport Shirts  
Slacks

Lancer Shirts  
Lord Jeff Shirts and Sweaters  
Louart's Sport Coats and Suits  
Paddies Leisure Slippers  
Paris Belts and Accessories  
Pepper Bench Made Slacks  
Pomett Men's and Boy's  
Sportwear  
Sea Island Sport Shirts  
Thomas Shirts



**C'mon Down And See  
The Most Wonderful  
Men's Store In The Village**



# Sincere Congratulations

To The

## Oasis Men's Shop

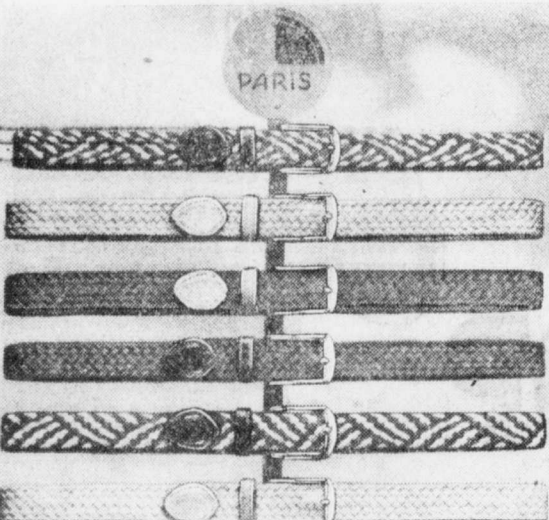
§ Drop in and Look  
Over the Grand  
Selection of Fine

## PEPPER SLACKS

LOCATED AT  
115 S. PALM CANYON DR  
IN THE NEW OASIS  
OFFICE BUILDING



...naturally  
the very finest at  
**OASIS MEN'S SHOP**  
IN THE NEW HOTEL THE OASIS BUILDING



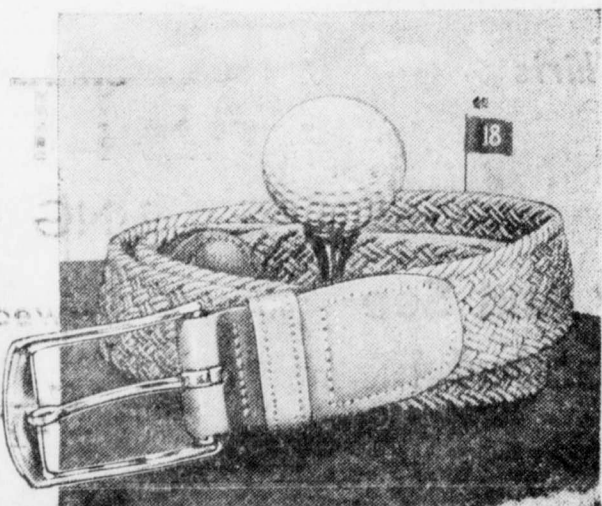
Paris Braided ELASTIC belts in  
color are the thing for Spring

### TOPS FOR YOUR TROUSERS!

"Follow the rainbow"—"Let comfort be your guide."—here's advice worth taking when you buy your new, warm weather belt. "Paris" Braided Elastic Belts stretch and give when you want them to—come in the colors you need to match your sport clothes. They cost so little you can afford several.

REMEMBER . . .

There is no belt as colorful or as comfortable as a Braided Elastic Belt by "Paris". To be well dressed, you should have one for each pair of slacks—only \$0.00.



**ASSISTANT MANAGER**—Walter Ehlers who will be assistant manager of the new Oasis Men's shop to be opened Friday by Isadore Nelson.



**TAILOR**—Jacob Risburd, experienced tailor, will be in charge of alterations and the like at the new Oasis Men's Shop.

## Food Expert for 48 Hotels is Palm Springs Visitor

Noted among the important visitors in Palm Springs this week is J. L. Hennessy of New York City. Hennessy is hotel and food consultant for some 48 hotels throughout the United States.

One of his important hotel groups is Western Hotels, Incorporated, of which Hotel the Oasis now is a member. He was in Palm Springs advising and planning food for the guests dining

in the new Terrace Room of Hotel the Oasis.

Hennessy for 35 years was with Hotel Statler company, and until recently served as chairman of the board. He now is food consultant at the Atomic Energy Commission, Los Alamos, New Mexico.

Following his stay here he will fly into Los Angeles and back to New York.

## Always Latest to be Policy of New Shop

Policy of the new Oasis Men's Shop will be the same as has been followed in making Nelson's for Men one of the outstanding stores in the Village.

This is: "Always the latest fashions, shown here first." Items are never reordered at Nelson's once they have been carried, Isadore Nelson, owner, explained. "We always bring

## All Villagers Invited to See Oasis Store

All Villagers and visitors are invited to visit the new Oasis new items and new styles into the store at all times.

To make this possible, he said, buying offices are maintained in New York and Los Angeles, which are on the alert at all times for the latest in men's fashions.

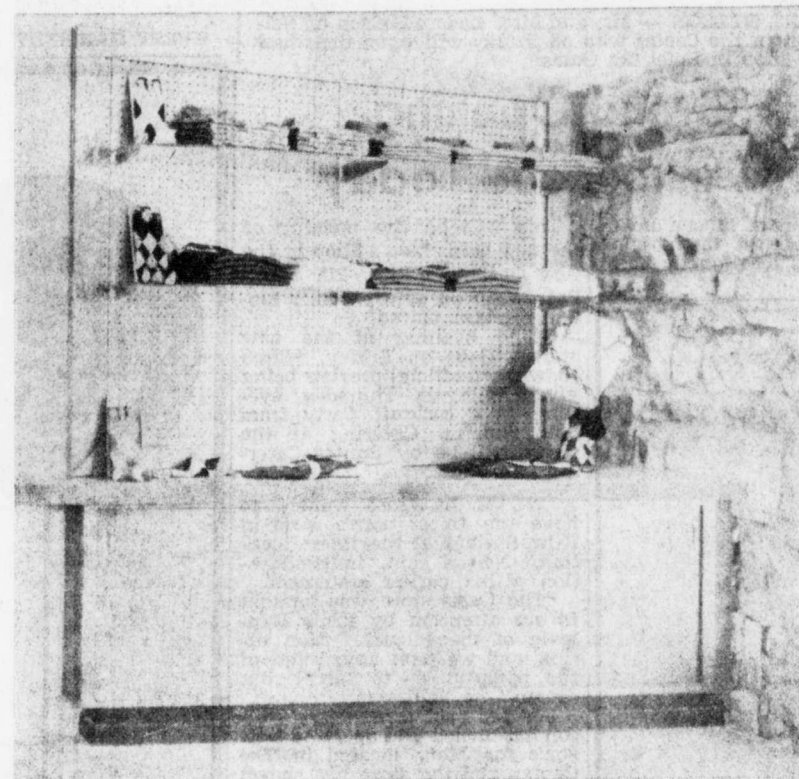
2—The Desert Sun and PALM SPRINGS NEWS PALM SPRINGS, CALIFORNIA Thursday, March 12, 1953

Men's Shop, 115 South Palm Canyon drive, on and following its grand opening Friday, March 13.

"We are proud of our new shop, and want all residents to share our pride," Isadore Nelson, owner, said in issuing the invitation.

An informal preview will be given today, Thursday, at a cocktail party from 5 to 9 p. m. Catering at the party will be by Santos Catering Service.

## We Chose Fixtures . . . by WEBER



In planning our new store our policy was not only to offer our customers the finest in quality apparel for men but to display them on quality fixtures which would make your shopping easier . . . so the old California firm of Weber Showcase & Fixture Co., Inc. was called on to help make this beautiful men's apparel setting for you. We are proud of our fixtures, we are proud of our store, and your first visit will assure that you can find distinctive values you can afford.

## OASIS MEN'S SHOP

IN THE NEW OASIS BUILDING  
115 South Palm Canyon Drive

## Best Wishes

From

CAL-SUN, INC.

## You'll Find These Magnificent . . .

magnificent  
**colors** in paisley  
a cool crinkle-cotton



*Thomas Shirt*  
that never needs ironing

the masculine elegance of this short sleeve sportshirt is a typical example of the excellent taste and fine workmanship that have put Thomas Shirts on the very top level; just as practical as attractive, this colorfast "wash-and-wear" paisley in exquisite color schemes of gray with either red, gold, blue or green . . . sizes from small to ex. large. Remarkably, only \$8.95

## SHIRTS

At  
The  
New

*Oasis  
Men's  
Shop*

115  
South Palm Canyon Drive



OASIS MEN'S SHOP

— From —  
Frank Mfg. Co.

Wishing  
OASIS  
MEN'S  
SHOP

The  
Very  
Best



Next  
Time  
Ask  
To  
See  
Their

HOLLYVOGUE  
California TIES

● GOOD  
LUCK ●

To The  
Oasis Men's Shop

GRUNWALD - MARX  
LOS ANGELES



A New Star  
in Palm Springs

Best Wishes To The  
OASIS MEN'S SHOP



MALER MANUFACTURING CO.

3c—The Desert Sun  
and PALM SPRINGS NEWS  
PALM SPRINGS, CALIFORNIA  
Thursday, March 12, 1953



(Desert Sun Photo)

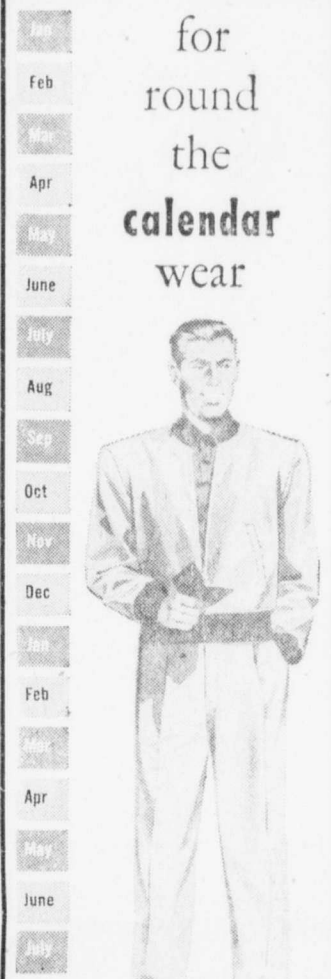
MANAGER—Al Ligier who will manage the new Nelson Oasis Men's Shop in Hotel the Oasis building.

From Page 1c—MORE ABOUT  
**NELSONS**  
Kansas City, Missouri, and I started helping him at that time."  
After graduation from high school at the age of 16, he accepted a job on the sales force of a clothing company and traveled throughout the country for 10 years selling clothing to retailers.  
After serving three years overseas in World War II, he returned to his former employment.  
IT WAS THEN that he was married to Edith Kay Risburd, and he decided to settle in one place. Opening a department store in Kansas City, Missouri, he was doing in excess of \$1 million business annually when he became ill, which necessitated selling his business and he came to Palm Springs.  
Nelson decided to semi-retire at this time, but after two years in the Village an opportunity came to secure the store in the center, which was formerly the Gummel store.  
This was three years ago, and as mentioned before, an outstanding record of growth has been experienced in that time—in fact so much that the business outgrew the available space



(Desert Sun photo)  
**SITE OF THE NEW STORE**—Nelson's new Oasis Men's Shop will open Friday, March 13, in Hotel the Oasis building. The site of the new store on Palm Canyon drive is shown above in the left hand corner of the main building.

ONE OF THE most logical ex-



for  
round  
the  
calendar  
wear



Whether it's fishing, hunting, mowing the lawn or just relaxing at home, there's real comfort and smartness in California styled A-1 Supplidrape faded blue denims. This practical "supple soft" outfit is completely washable, including zipper... Sanitized and vat dyed, too.

Jacket has slash pockets, navy knit trim on collar, cuffs and waistband.

Sizes 36-44 4.95

Slacks have deep pleats and continuous waistband.

Sizes 29-42 4.95

OASIS  
MEN'S SHOP  
115 S. Palm Canyon Dr.

planations for this phenomenal growth is probably the many excellent lines of merchandise carried in Nelson's for Men, and now in the Oasis Men's Shop.  
Many of these items are exclusive with Nelson in the Village.  
Included in this outstanding merchandise, featuring highest quality and latest styling, are the following lines:  
Arrow shirts, Howard Greer

Fair Prizes

Seven from High  
School Awarded

Seven Palm Springs high school pupils, under the supervision of Miss Hortense Mandiberg, art director, were awarded prizes at the Indo Date Festival this year. The names and prizes are as follows:

Toni Morrison—First prize—water color. Third prize—oil.  
Marilyn Meyer—Second prize—water color. Second prize—Tempera (abstract).  
Leo Rojo—Third prize—pen and ink.

Gerald McKinney—Third prize—pencil.  
Barbara Cooper—Third prize—tempera.

Rudy Martinez—Second prize—tempera.  
Max Dunham—Sixth prize—tempera.

Howard Lamoureux, Junior High eighth grader, won second place in the "Date Material and Other Accessory" exhibit. He entered a type of primitive mask from palm fronds. He also won second prize for a dried wood arrangement with other accessories.

Two Villagers at Claremont

Roland Summit, son of Mr. and Mrs. Paul Summit, 210 Crestview, and Robert Webb, son of Mr. and Mrs. Robert W. Webb, 8 Warm Sands place, will be among 259 freshmen at Pomona college who will be matriculated in formal ceremonies at Claremont, March 14.  
Parents of matriculating freshmen have been invited to be guests for the day.

THE  
california roll



If you're tired of buying shirts that are just a carbon copy of every other shirt, we suggest this "Roll Collar" innovation by Lancer of California. The widespread collar, comfortable fit and luxury fabric are just a hint of what's in store for you.

OASIS MEN'S SHOP

With Great Pleasure

We Send Heartiest Congratulations

To The New

OASIS MEN'S SHOP

Champion Pants Mfg. Co., Inc.

Los Angeles

Our  
Best  
to

The All New  
Oasis Men's Shop

LOCATED IN THE NEW  
HOTEL THE OASIS OFFICE BUILDING  
115 S. PALM CANYON DRIVE

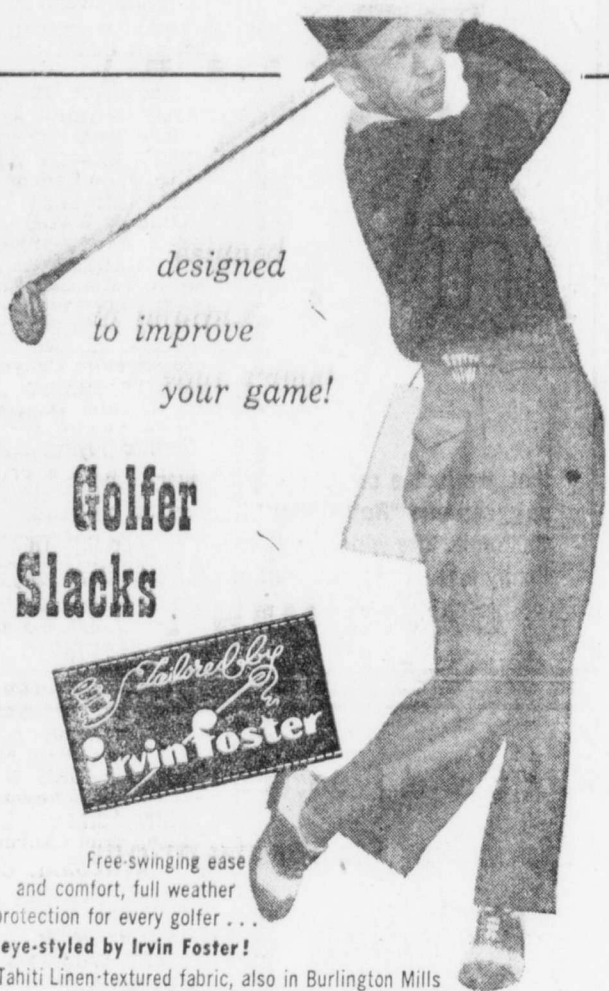
POMETT  
MANUFACTURING CO.

Men's and Boy's Sportswear

"Last Word in Style"



# Featured Exclusively at the New OASIS MEN'S SHOP



designed  
to improve  
your game!

## Golfer Slacks



Free-swinging ease and comfort, full weather protection for every golfer...  
**eye-styled by Irvin Foster!**  
Tahiti Linen-textured fabric, also in Burlington Mills crease-resistant spot and rain resistant nylon & rayon gabardine... 2 bellows back pockets, towel loop, tee and pencil holders, deep-cut side pockets, self-adjustable belt, snug-tex waistband. Sizes 29-42. Blue, Rust, Tan, Sage, Brown, Gold, Grey, Maroon, Navy, Dark Green, Chartreuse



## La Porte

3-Button leisure coat in Burlington Baratheia cloth with houndstooth front and back yoke, leisure collar, lapel, and houndstooth trim in front and pocket pleat. Two patch pockets with inverted pleats and flaps, tie-belt all around thru tunnel loops, extra belt buckle. Full Dobby Dot lining. Inside jacket. Gold, Navy, Brown, Grey, Tan, Rust, White, Green. Sizes 34-46, regulars, shorts, longs.



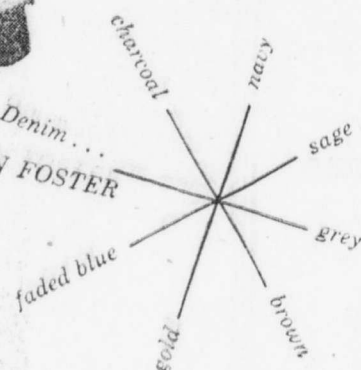
new style...  
new comfort!



## washable Loafer Jeans

All elastic boxer top,  
4 roomy pockets, zipper fly front.  
Sizes 28 to 42,

Colorful Sanforized Denim...  
Eye-Styled by IRVIN FOSTER



it's here!  
the original



## Vest-Jac

Combines the comfort of a leisure jacket, the fashion of a tattersall vest. Tattersall corduroy and Burlington gabardine. Also in tattersall or solid "Folker" Tahiti linen textured fabric.

**EYE-STYLED and TAILORED by  
IRVIN FOSTER**

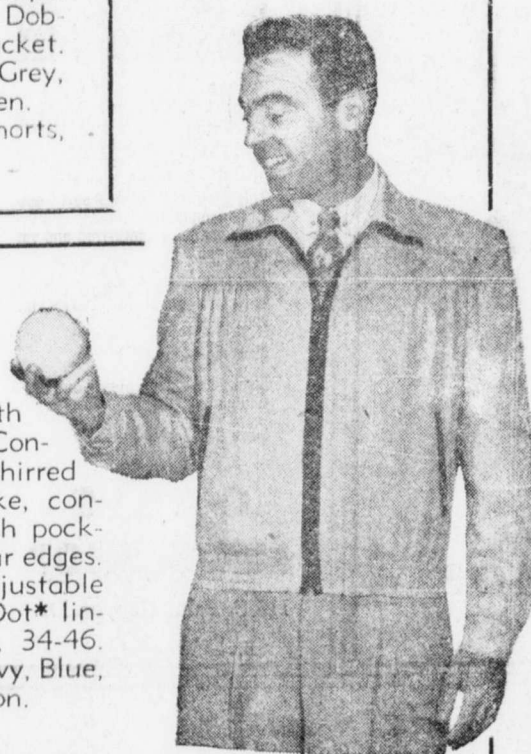


## Nice

Four button front leisure jacket in Folker Tahiti Linen-Textured fabric, short sleeves, turned up cuffs, two button patch pockets that button, top patch pockets with colorful emblem, buttoned down side vents. Fully french seamed. Sizes 34-46, regulars and longs. White, Natural, Navy, Rust, Grey, Charcoal, Gold, Sage, Oyster, Green, Light Blue.

## Purdue

Two-tone jacket with Bedford Cord and Conmar zipper with shirred front and back yoke, contrasting welted slash pockets, facing and collar edges. Shirt sleeves with adjustable cuffs. Full Dobby Dot\* lining. Regular sizes, 34-46. Gold, Grey, Tan, Navy, Blue, Brown, Lime, Maroon.



## Tahiti Linen Textured Sport Coat



## Key West

cool classic



Keeps its shape, keeps you looking smart and feeling cool. Luxury "Folker" Tahiti linen-like fabric in white, natural, navy, rust, grey, charcoal, gold, sage, oyster green, light blue

Best Wishes

From . . . . .

**Irvin  
Foster**

# OASIS MEN'S SHOP

IN THE OASIS BUILDING  
115 South Palm Canyon Drive



## Girl Scouts Observing 41st Anniversary of Organization

By MRS. NAOMI MITCHELL, Public Relations

March 12 marks the 41st birthday of the Girl Scouts of U.S.A. Starting with a handful of girls in Savannah, Georgia, back in the era before World War I, the

Girl Scout movement has grown in scope and service until today it proudly claims almost two million members.

The girls who have learned co-operation, friendship, community responsibility and special skills



From where I sit... by Joe Marshall

### A Difficult "Situation"

Did you see that "Classified Ad" last week? The one that wanted a farmhand who had to be "an expert agriculturist, sheep herder, tractor driver, bridge player, plus being 'an authority on chemistry and mathematics'?"

Slim Thomas, who ran that ad more or less as a joke, called and said, "I got 23 answers and almost every one claimed they could meet all those qualifications! That means I want to keep the man I have—Handy! Peter."

"He was thinking of quitting but now I've got to talk him into

staying. Handy never pretends to be an expert, he's just a good all-around hired hand."

From where I sit, Slim's smart to be wary of people who consider themselves to be all-around "experts." Some folks will "expert" on anything—from the clothes a man should wear to whether he ought to drink beer or butter-milk. Personally I don't want to "classify" myself as knowing all the right answers.

Joe Marshall

Copyright, 1953, United States Brewers Foundation



YOUR FAMILY DESERVES A

# HOME!

Home is just a word, but its meaning packs a mighty wallop! To some families it's a fireplace and a yard for the kids—for others it's family-style meals, more living space, and fresh home-grown vegetables. But, everyone agrees, a home of your own adds up to better living for your family! When you're ready to buy or build, come in and let us explain our convenient monthly-payment home-financing plan.



176 S. Indian Ave. 45-149 Smurr Ave.  
Palm Springs Indio, Calif.  
Phone 2954 Phone 7-3416

through Scouting number 7 million. Girl Scout officials tell us. Along with them must be numbered the millions of adults who have given of their time and energy through 41 years, as volunteer leaders and professional workers. These adult workers have demonstrated that maturity and youth can work effectively together to create "A growing force for freedom," the objective summarized in the current slogan of Girl Scouting.

Skills, hobbies, interests developed in Scouting—from conservation to cookery to later crafts, serve girls well in domestic life. Among the millions of women who were Girl Scouts are outstanding leaders in arts, in politics, in community activities, in education, in welfare—among them, too, wives and mothers whose first training in home-making was acquired in connection with the familiar brown or green uniform.

Time has broadened the interests of Girl Scouts. Still giving part of her attention to woodcraft, nature-study, and outdoor life, today's Girl Scout is more a participant in civic and welfare activities which make her a better place to live in. She studies child care and serves as a playtime supervisor for children in hospitals and institutions. In many areas, Girl Scouts are playground assistants at parks, day camps and schools. During the 1952 election campaign, 180,000 Girl Scouts acted as baby-sitters, releasing mothers for trips to registration centers, for primary balloting, and the polls. The Girl Scout gives regularly of her time to lighten the burden of over-worked librarians, hospital workers and school administrators. In time of disaster, she helps with first-aid, with community feeding, with distribution of clothing and supplies, and with other services to the injured and destitute. She cooperates with fund-raising campaigns of the Red Cross, March of Dimes, Red Feather services, and many other worthy community enterprises.

### Dickey McFarland Back Home Again

Dickey McFarland, young son of Mr. and Mrs. Charles McFarland, 403 North Palm Canyon drive, is again at home following a stay in Riverside Community hospital after a siege of polio.

He is reported well on the road to recovery.

### Electrical Appliances — BREZIN'S

366 No. Palm Canyon Drive  
Opposite Telephone Co.  
Phone 6015  
Radio — TV Electronics

★ SEE Our Specials in USED CARS in Today's Classified Columns STACK CHEVROLET "The Best Deal Under the Sun" 330 Sunny Dunes Rd.

## I RISE TO REMARK

By CONGRESSMAN JOHN PHILLIPS

I have a letter from a friend in Riverside and I think I shall answer it through this weekly letter to the newspapers. He begins by saying that he reads these letters, and by commending me for what he calls a "desire to exercise a little restraint on the past government spending." He says that he has, at times, defended me and I stand in groups where I was being "panned," and then he takes issue with my letter of February 26th and my approval of an immediate tax reduction, without waiting for the budget to be reduced first.

NOW, I HAVE considerable sympathy for anyone who tries

### DESERT Museum NEWS

Thursday, March 12—8 p. m. Museum members only.

Annual Membership Meeting. Special Membership Program: The great documentary film "Grass," the migration of thousands of nomadic people across Asia Minor in search of a greener pasture for their starving flocks in the lowlands. The climax in scaling the high rugged mountains above the snow-line has never been duplicated. Members only admitted.

This is the Annual Membership Meeting at which time election of eight members of the Board of Trustees is made. If you can't attend, be sure to send in your proxy.

Friday, March 13—8 p. m. At museum.

Geography Series: India. Films: "Hindu Family" and "Wheels Across India," featuring the terrifying ritual of the snake priestess who actually kisses a King Cobra!

Saturday, March 14—9 a. m. to 5 p. m.

All-day hike to top of highest waterfalls in southern California in Falls Creek Canyon near Snow Creek. Good trail, but rugged trip because of the climb in elevation. Spectacular views of San Geronio Pass and of the falls themselves, which descend in two distinct drops down an almost vertical 1000-foot granite gorge. About 25 miles driving round-trip, plus some 3 miles trail hiking each way. Bring lunch and water. Meet at museum.

Saturday, March 14—8 p. m. At Frances Stevens grammar school on North Palm Canyon drive.

Guest Lecturer: Dr. David P. Barrows of Berkeley, former president of the University of California and world traveler in a talk on a trip he made alone from 1923-24 from Timbuctoo in the southern Sahara across the western Sudan, covering 2800 miles in studying the Sudanese civilization and customs. Dr. Barrows is a brilliant and dynamic speaker and is also considered an authority on the local Cahuilla Indians.

Tuesday, March 17—8 p. m. At museum.

Desert Series: Lloyd Mason Smith showing the museum's color movie "Desert Miscellany" featuring Deep Canyon, Desert Quail, Centipede and Desert Wildflowers.

(All but Membership Programs are open to the public without charge.)

### Son Arrives for Marvin

Mr. and Mrs. Marvin Wade, 3887 Sunny Dunes road, are the parents of a son, Steven Harold, weighing seven pounds five ounces, born at 11:20 p. m., Thursday, at Desert Hospital.

to understand, let alone "defend" the Congress or any of its Members, for what we are doing, or what we must do in the next two years. Twenty years of government centralization have left us in a situation which must be incomprehensible to many people. This centralization; the movement of controls from local to federal agencies; the enormous debt, with an interest payment bigger than the entire budget was a generation ago; the use of Civil Service, not to protect honest workers who want to do a good job, but to freeze in political appointees or the incompetent and the left-wing planners, or the seizure of the areas of planning, personnel and propaganda, have put us in a critical position.

We face the unpleasant thought that other nations meeting this same issue in the course of history have almost without exception admitted an inability to solve it by law and have turned to some sort of dictatorship. In America, in 1953, we hope the White House, and the Congress will have the ability and the courage to solve it by law. We need the suggestions, the criticisms, and eventually the support of the people.

NOW do you do in your homes? Do you have a budget? If you have, you sit down at the start of the year and figure out how much income you expect to have; you decide you have certain irreducible overhead expenses and how much you will have for less necessary expenses. In the Phillips family, we were thinking of getting a new car this year. I won't mention the make, or I'll be charged for advertising. When we decided to buy the little house, and had to furnish it, we put the car off another year. Match this in your own budgets.

Again: When the decision was close, have you ever said, "We must cut down expenses?" with excellent intentions, but just as long as there was money coming in, did you ever soften a little, or postpone the hard day of actual reduction? If you say you never did, then you aren't human!

I over-simplify this, but think of government in the same light. The excess profits taxes expired automatically this June. Why not reduce the income taxes a little? Representative Reed proposes a cut averaging 11 per cent—half of which would apply in 1953. If the tax moves along without delay, it will only mean an incentive to reduce the spending. If we wait for the reduction in spending to come first, then recall what you do in the family.

CAN WE CUT? The armed services have at least \$60 BILLION in funds previously appropriated, but not yet spent. My Subcommittee, over the years, has allowed one buying agency an accumulation of \$2 BILLION—won't you let me take back \$1 BILLION to apply on the tax reduction? Can't we suggest the spending of money already appropriated, before asking for more cash?

We deal in large figures. When

schools teaching veterans' under the GI act are allowed \$1.50 per month to report on a student's progress, that isn't much to you, but it is \$7,000,000 to me, as a budget item. Why monthly? The schools would prefer less frequent reporting. When we pay a veteran's interest on his loan, for the first year, that isn't much for the individual, just the gift of an appreciative nation. To me, it is \$60,000,000. In order to take care of the employees of an agency which went out of existence, was it necessary to set up a dozen branch offices in another agency, putting directors, deputies, attorneys, purchasing agents, in every one, thus duplicating local, state and national levels. No business would do it? My committee suggests a reduction!

We will even get down to the \$160 carpet, bought for a general's plane, when he wanted a \$20 rubber strip. In past Congresses, my subcommittee would have complained, but could have done nothing more. It

would be past history. This year, your Congressman will inquire in cases like this, just what was done to the officer who pulled this boner. We will try to discourage a repetition. So my answer to my friend is, give us a chance and we'll try to give you BOTH tax cut and spending reduction. BUT, think of your own household experience, did it influence you any, in cutting your own budget, to have the income reduced?

### PLUMBING SERVICE

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Hurry! Call

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HENRY A. SIMSARIAN

850 N. Palm Canyon Drive  
Save Up to 20% on GAS RANGES, REFRIGERATORS and APPLIANCES

Where's Jane?

GONE TO DEWANE'S

Wearing only the smartest shoes...

She knows she'll find them at

DEWANE'S FASHION FOOTWEAR

opposite Bullock's

\$19,500 WILL RETURN \$40,000

IN LESS THAN 5 YEARS!

Plus 6% on Original Investment

Plus 25% of the Profits

Money Needed for Street and Water

Improvement on New Subdivision in

BOOMING 29 PALMS!!

FINEST LOCATION—CITY WATER AND ELECTRICITY ADJACENT TO TRACT

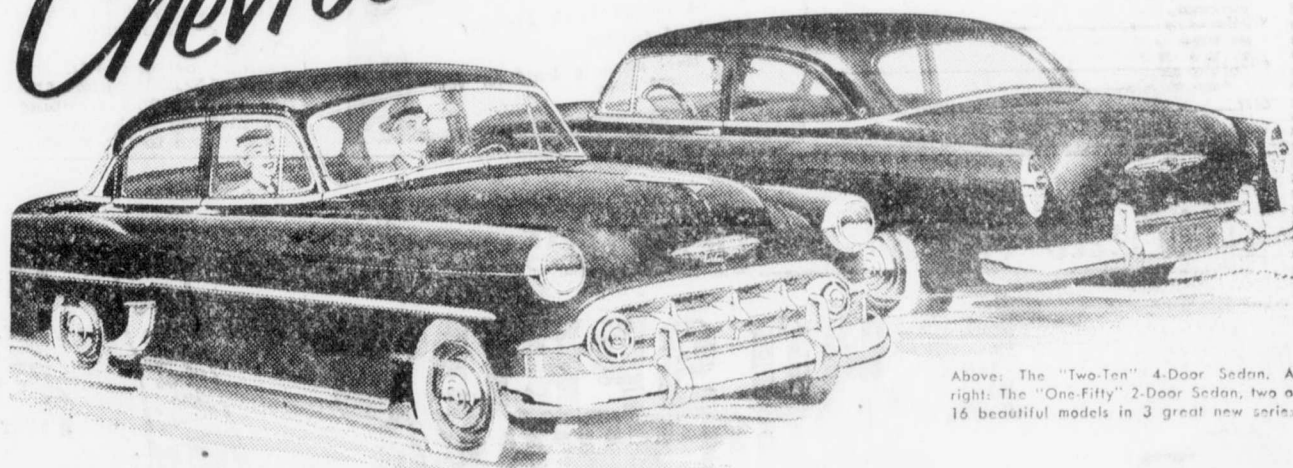
ALL MONEY HELD IN TRUST PROVEN SALES PERFORMANCE

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Phone Monday thru Friday — CLevland 7-2571

Contact principal Sat. and Sun. at  
29 PALMS HIWAY and INDIAN COVE ROAD,  
29 PALMS, CALIFORNIA

Again in 1953...

Chevrolet is lowest priced!



Above: The "Two-Ten" 4-Door Sedan. At right: The "One-Fifty" 2-Door Sedan, two of 16 beautiful models in 3 great new series.

It brings you more new features, more fine-car advantages, more real quality for your money... and it's America's lowest-priced full-size car!

Farther ahead than ever in quality... yet the lowest-priced full-size car... with sharply greater economy of operation!

Imagine—the most beautiful car in its field, with new Fashion-First Bodies by Fisher that set the standard of styling, inside and out. The most powerful car in its field, with your choice of a new 115-h.p. "Blue-Flame" high-compression engine\* or greatly improved 108-h.p. "Thrifty-King" high-compression engine.

Yet, with all these new and exclusive advantages, there is no increase in Chevrolet prices, and it remains the lowest-priced line in its field!

Yes, indeed, only Chevrolet gives such excellence with such economy. Come in and prove it at your earliest convenience!

\*Combination of Powerglide automatic transmission and 115-h.p. "Blue-Flame" engine optional on Bel Air and "Two-Ten" models at extra cost.



Entirely NEW through and through!

MORE PEOPLE BUY CHEVROLETS THAN ANY OTHER CAR!

STACK CHEVROLET

"THE BEST DEAL UNDER THE SUN"

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## WHERE TO FIND IT In Palm Springs

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### AUTO SERVICE

ONE STOP Car Check Up and Paint Job  
Front End Alignment and Wheel Balancing  
Palm Springs' Favorite  
Harold Smith Garage  
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### BUILDING SUPPLIES

J&S Paving Co.  
Asphalt Paving — Roads Driveways — Parking Areas Concrete Curbs, Walks, etc.  
Serving the Entire Desert Area at Reasonable Prices  
OFFICES AND YARD  
Highway 99 Below Cabazon  
SAM JANIS, Gen. Mgr.  
Ph. Banning 4215 — Box 74

### BUILDERS SUPPLIES

BUILDING SUPPLIES  
"To Meet Your Every Need"  
DILL Lumber Co.  
Open 'til Noon Saturdays  
Guy R. Kremer, Mgr.  
579 So. Palm Canyon Dr.  
Phone 2758 and 2759

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SUNSET CLEANERS  
310 N. PALM CANYON DR.  
ART WILLS New Owner  
Only the Finest Cleaning and Pressing  
We operate our own plant. Special Daily Service if Desired  
Also Pick-up and Delivery Service  
PHONE 5242

### FLOOR COVERINGS

M. E. HUGHES Floor Covering  
See our huge stock of ASPHALT TILE AND CARPETING  
Expert floor and carpet laying  
PHONE 2-5964  
689 PALM CANYON DRIVE  
PALM SPRINGS

### PEST CONTROL

DON'T WORRY Desert Pest Control, Inc.  
Keeps everything under Control. Because we have decided local problems I've formed my own company using power spraying equipment so sufficient chemicals are sustained in the soil.  
For Complete termite service Weed control  
CALL RAY RAYVILLE  
5388 or 3406

If your government were here you would be reading it now.



## County May Hire Economic Expert

County Board of Trade said Friday it may advise the county supervisors to make Stuart Parry Walsh a continuing economic adviser to the Board of Trade.

It was Walsh who prepared the Economic Survey for the Board of Trade last year—the 100-page report of the important facts of the county's economic life.

The Economic Survey is being used as a tool by the Board of Trade and chambers of commerce and other organizations for attracting industry and tourists.

Members of the Board of Trade

said Walsh could serve the county well as a consultant, giving advice from time to time on new developments.

He is, they said, now serving the City of San Diego and other communities in southern California.

Walsh's main office is in San Francisco. He is director of the Industry Survey Associates of that city.

### Hotchkiss, Williams at California Poly

Among the 2016 men students now attending the winter quarter at California State Polytechnic college at San Luis Obispo, are two Village boys, William S. Hotchkiss of 2107 Vista Grande, and Jack N. Williams of 1154 San Lucas road.

## Bank of America to Reward 2000 State Studnets

All over southern California this week, high school principals and teacher committees are huddling over records of outstanding seniors of their schools, selecting over 2000 of them for unusual recognition, including 60 cash awards ranging from \$1000 down to \$100, under the 1953 Achievement Awards program of Bank of America.

Awards totaling \$17,600 in cash, 475 gold engraved cups, and over 1500 certificates of achievement will be presented by the bank. The annual program is designed to bring attention, reward, and encouragement to outstanding scholars who also show unusual promise of service to society and to the state.

The \$17,600 the bank will award in a program which covers the entire state. Seniors of all participating high schools, whether public, private, or parochial, are eligible. There are 200 participating schools in southern California.

For GOLF COURSE Homes & Lots see Tony Burke INC HIWAY 111 at MONDER PALMS R3 P.S. 83481

## 6c—The Desert Sun and PALM SPRINGS NEWS PALM SPRINGS, CALIFORNIA Thursday, March 12, 1953

### On The Trails

Where else on earth... are the antidotes of health more pleasant to take. An invitation ride to Lorraine Hills' poolside breakfast, was the most pleasurable prescription in the world to erase lingering flu-blues. And, in turn, filled to the brim with Lorraine's delicious potato pancakes, you feel the necessity of riding a little further and a little harder... all of which adds up... where else on earth.

In Tony Burke's recent radio talk, he mentioned that our trails were not maintained for the pleasure of horseback riding alone, but that they provide interesting and scenic means for hikers to see the wonders of our unique canyons and mountains. In that hiking is one of the simplest and most popular forms of recreation for the tourists, all business interests should consider this, and remember that trails must be considered in all our future civic plans.

Lloyd Mason Smith was guest speaker at both the Desert Riders breakfast ride at Andreas Canyon and the Los Compadres clubhouse meeting. Many out of town guests were on hand to hear his descriptive breakfast talk. Among them, Mrs. J. Herman Olsson of Beverly Hills, guest of the Anders Nelsons... Mr. and Mrs. Lawler of Sonoma, California, and Captain Wolf, both guests of Earle Henderson... Mr. L. V. Britt whose home is in far away Grosse Pointe Park, Michigan, was with us again, and brought his daughter who was a former member, Sally Torger had Mrs. May Walter Beh of Long Island, who is a member of both Meadowbrook and Smithtown Hunt clubs, and Mrs. Ileen Hagerty, who is here for a stay at the Ambassador, and will be remembered as our former social columnist.

Painted Canyon was explored by more than twenty Los Compadres Sunday last. Trailering horses down to the Canal beyond Mecca, and starting their ride from there, they made a day of it, with lunch in the Canyon.

Another small group of Los Compadres tried out the newly improved Murray Canyon trail, and found it in splendid condition and oh so beautiful, this time of year... It's trail-time for sure.

ANITA HASKELL JONES.

## Board of Trade Asks Growers to Get Together

County Board of Trade told the Coachella Valley's date growers this week that it can give them more advertising help when the growers "put their house in order."

During recent weeks and months the growers have disagreed over marketing policies.

Earl Coffman, a member of the board, reported that growers had asked him what the board could do for them. The duty of the board is to advise county supervisors on ways to advertise the county.

Members of the board said that ordinarily the board should not help the growers of one important crop more than another. But—they said—the date crop is different.

"It is our only really exotic crop," Coffman said. "It has great publicity value... Tourists have an interest in it far beyond what you would expect." He and other members agreed, however, that the most effective publicity program can be developed only after the growers stop fighting among themselves.

## Income Estimate for '53 Must be Filed by Monday

Robert A. Riddell, director of internal revenue, today reminded residents of southern California that many of them will have responsibility for filing Declarations of Estimated Tax for 1953 on or before March 16, as well as for filing income tax returns for 1952.

Persons whose income is from interest, dividends, rents, a business or profession, of any taxable source other than salary or wages subject to withholding, should file declarations, said Riddell, if they have reason to believe that, during the year 1953, their income will exceed \$600. Also, he said, persons in the larger salary brackets are also required to file declarations, as are other salaried persons who have additional income from any source that is not subject to withholding.

The law which requires the filing of Declarations of Estimated Tax places people whose income is from sources not subject to income tax withholding on the same basis as salaried

people, in that they pay their income tax on a pay-as-you-go basis. Mr. Riddell called attention to the fact that about ten years ago, when the withholding plan first became effective, all taxpayers were forgiven a large portion of current income tax, so that they would not be required to pay two years' taxes in a single year. Thus, said he, the payment of tax obligations currently was justified, and made fair for everybody.

Keep pace with Palm Springs—read The Sun.

THE ART & CRAFT SHOP  
Join our textile painting group—it's fun, it's decorative.  
Also copper classes—make planter boxes—lamps—pictures—do ceramic painting.  
320 SO. INDIAN (across from Safeway)  
Phone 5315

here's a "HONEY" for FLAVOR!



A blend of 5 flours, plus pure honey and other finest quality ingredients give Barbara Ann's Honey "V" loaf that extraordinary flavor. Exceptionally tasty when toasted. It's topped with sesame seeds, too. There also is a scientifically-prepared 8-day diet inside the wrapper. Serve Honey "V" regularly.

HELP YOURSELF TO... **Barbara Ann** DELICIOUS BREAD VARIETIES

11 MILES SOUTH OF PALM SPRINGS ON STATE HIGHWAY 111

## PALM VILLAGE

...IN THE HEART OF PALM DESERT

**\$9850** DOWN  
For a full sized city lot; 60 ft. frontage; streets; water and electricity in and paid for and included at the full price of

**\$99500**  
Valued at \$1500



MAIL COUPON

Palm Village P. O. Box 15, Ray Russell, Tract Mgr., or Phone Palm Desert 26-1666

Please give me full information without obligation on my part how \$98.50 Down Payment—Balance \$2 monthly terms can buy me a full sized city lot in Palm Village with improvements in and paid for.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ PHONE \_\_\_\_\_

- 11 miles south from center of Palm Springs on State Highway No. 111
- Complete shopping center
- Schools, churches
- Swimming pool, tennis courts, archery, badminton, riding academy, hay rides, golf course, bicycling, etc.
- Beautiful motels, hotels and restaurants
- Airport
- Finest climate in California
- No smog—no fog
- Little Theatre Stock Company
- Bank of America
- An ideal place to build for your permanent home

## 1953 Traffic Toll in County Now 10

Deaths on county highways, outside of incorporated cities, totaled four in February, California Highway Patrol officers reported Friday.

Total for 1953 to date now stands at 10, four persons having been killed on the highways in January.

All four of the fatalities occurred in the Indio area.

Traffic injuries in February totaled 143 and for the year to date, 298.

There were 79 accidents resulting in deaths or injuries in the month.

## State Tax Early Returns are Requested

Tax-payers in the San Bernardino area, which includes Palm Springs, were asked by Robert C. Kirkwood, chairman of the franchise tax board, to file state income tax returns early. The state income tax office at 1522 E. street, San Bernardino will be open every day from 8:15 a.m. to 5 p. m., including Saturday, to assist tax payers in preparation of their state returns without charge.

Single persons with net incomes of \$2,000 or more and married persons with combined net incomes of \$3,500 or more are required to file returns.

## Wheeler Dryden at the Playhouse

Wheeler Dryden, who plays an important role in "The First Mrs. Fraser," which opened at Herb Rogers' Palm Springs Playhouse Tuesday evening, has been identified with many outstanding motion pictures. He appeared with Charlie Chaplin in "Limelight" and previously was associate director on the Chaplin film, "Monsieur Verdoux." Prior to coming to Hollywood, Dryden was seen in principal parts in more than 60 stage productions, ranging from Shakespeare and Shaw to broad comedy.

"The First Mrs. Fraser" stars the veteran New York stage actress, Wanda Lyon. The supporting cast includes Tim O'Connor, Helen Stenborg, Joe Israel, Michael Hayes and Bernard Hughes. The production was staged by Michael Ferrall, whose experience covers New York and various major cities.

"The First Mrs. Fraser" will be presented nightly at 8:40 o'clock through Sunday, Mar. 15.

READ SUN CLASSIFIED ADS

Fifty Million Frenchmen CAN Be Wrong!!



Why? Because they allowed Howard Manor's incomparable Chef Alex to take from France his most fascinating genius for preparing delightful food — such as featured at the fabulous

## "MANOR BUFFET"

which thrills Courmets every SUNDAY FROM 6:00 P.M. 'til 10:00 P.M. Here we have a variety of dishes fit for the Gods—but sold to people.

**\$4.50 PER PERSON**

For Reservations Call Palm Springs 2227

## HOWARD MANOR

572 N. Indian Ave.

# Announcing! For '53—the greatest line of FORD ECONOMY TRUCKS ever built! Totally New!

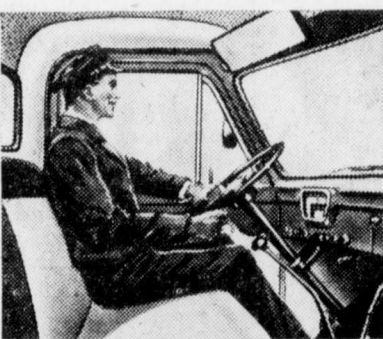


Over 190 completely new models... from Pickups to 55,000-lb. G. C. W. Big Jobs! More new features than ever before introduced in any truck line!

Ford Economy Trucks for '53 are completely new from the tires up! New cabs, new chassis, new power, new transmissions... designed to save time, provide quick and economical truck transportation. New time-saving features GET JOBS DONE FAST... at still lower per-mile cost! Over 30 million dollars and four years of research have gone into developing these Ford Economy Trucks... the sweetest handling trucks ever built!

**NEW BIG JOB!**  
Ford F-900, G.V.W. 27,000 lbs. As tractor, has G.C.W. 55,000 lbs. Deluxe cab illustrated.

## New TIME-SAVING Features Get Jobs Done Fast!



### NEW "DRIVERIZED" CABS CUT DRIVER FATIGUE!

New wider, adjustable seat with new non-sag springs, new seat shock snubber! New one-piece curved windshield, 55% bigger! New push-button door handles, new rotor door latches! New 4 ft. wide rear window!

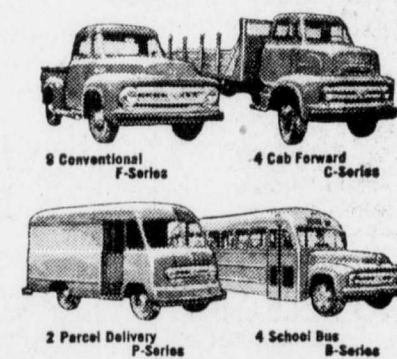
### NEW TRANSMISSIONS FASTER, EASIER TO SHIFT!

All synchro-silent! 3-, 4- and 5-speeds! Greater operating flexibility! No double-clutching! Smoother shifting! Fordomatic or Overdrive, extra cost, on 1/2-tonners!

### NEW LOW-FRICTION POWER! Choice of 5 engines—V-8 or Six!

Three Ford Low-Friction overhead valve engines—101-h.p. Cost Clipper Six, 145- and 155-h.p. Cargo King V-8's—cut friction "power waste," save gas! Plus, 106-h.p. Truck V-8 and 112-h.p. Big Six!

### NEW EXPANDED LINE gives you the one right truck for your job!



FOR COMPLETE DETAILS

Come in—see 'em Friday!

BEN COWAN FORD

496 N. PALM CANYON DR.

PHONE 2272

a treat worth repeating

# ECHO SPRING

ECHO SPRING ECHO SPRING



KENTUCKY STRAIGHT BOURBON AS NATURE INTENDED



436 4/5 QT. 275 A PINT

86 PROOF • ECHO SPRING DISTILLING COMPANY, LOUISVILLE, KENTUCKY









AT THE RAMON GRILL—A typical luncheon crowd enjoying the fine food at Ramon Drug's popular fountain. Jack Brand, fountain manager, is fast becoming noted in the Village for his fine food and efficient service.

## RAMON FOUNTAIN GRILL JOINS IN CELEBRATION OF 5TH ANNIVERSARY

Ramon Fountain Grill is joining in the fifth anniversary celebration of Ramon Drug with full force, which will include the featuring of many free items during the big four-day event. Among the free items will be: Free coffee with all breakfast orders at any time of the day. Free dessert a-la-mode at lunch-time, between 11 a. m. and 2 p. m., and at dinnertime, between 4 and 7 p. m.

For the children, when accompanied by their parents, free ice cream bars between the hours of 3 and 4 p. m.

Consistent good food is featured at the Fountain Grill, including many specialties of Manager Jack Brand.

One of the favorites of patrons is Brand's burger, topped with tasty cheese. On the side is a mixed, fresh-green salad (choice of dressing), and crispy, golden French-fried potatoes. The burger itself is one-fourth pound of fresh ground steer meat of the highest quality.

Brand himself always makes the coffee at Ramon Drug, to ensure consistent quality.



JACK BRAND  
Manager, Fountain Grill

Breakfast is available at any hour, and favorites are boneless ham and large double AA

ranch eggs delivered daily.

Brand's hot cakes or wheat cakes are made with his own special recipe, and are made up fresh daily. Patrons have their choice of Log Cabin or Boysenberry syrup to pour over these special hot cakes or wheat cakes.

Brand stresses that he never uses grease for his cooking or frying. "Why ruin such good food with bad grease," he says. "Only pure vegetable oil and rich creamery butter go into the making of all the food at Ramon Fountain Grill."

Another feature is the home-made soup, made fresh daily. Pies are delivered daily by Bowie, and all pastries and cakes are also brought in every day. Homemade desserts and puddings are prepared by Brand every day for the patrons' enjoyment.

Brand expressed pleasure at being associated with the Ramon Drug Store. "There seems to be such sincere friendship among the customers and clerks, and it's always so lively in the store," he said.

## Ramon Drug's Fifth Birthday Celebration to be Big Event

Fifth anniversary celebration of Ramon Drug Store promises to be one of the biggest events ever staged in Palm Springs.

"We have been many, many months in planning and working out its innermost details," says Hy Finerman, owner.

"We fully realize that our drug store is a community shopping center, dedicated to all the various needs of Palm Springs residents," Finerman said.

"It has always been our policy to carry in our store only the well-known, nationally-accepted brands of prescription, drug and cosmetic merchandise for our friends and customers."

"A good measure of credit belongs to our many direct and wholesale distributors who have cooperated wholeheartedly to-

ward the successful planning of this event. Our direct buying from these various accredited distributors has made it possible, in the past as well as at present, to offer the finest brands of drug store merchandise at money-saving prices."

Finerman invites all Villagers and visitors to "come in, get acquainted." "Visit our many departments," he urged. "Don't miss our new costume jewelry, hosiery and popular records departments. See what we have to offer during this fifth anniversary celebration."

"We have everything," he continued. "If we don't have it, we will get it, and if we can't get it it is not made, and if it is made and we can't get it for you, it isn't worth having."

## Phenomenal Growth Made by Ramon Drug in 5 Years

Ramon Drug Store has had a phenomenal growth record since it first established a completely departmentalized drug store at the corner of Ramon road and Indian avenue five years ago.

Many improvements and additions have been made in its five year history, with the latest additions being costume jewelry of the finest quality, phonograph record department featuring records for all the family, and Comette Hosiery.

Hy Finerman, owner, attributes the growth and success of the store to the quality of merchandise, the wide selection which is offered patrons, and friendly service plus just a little more than value received.

"Nearly everything one would expect to find in a drug store is here," Finerman said. "But if we don't happen to have it, a word to any of our clerks will assure it being placed promptly on our buying list."

## Cosmetics Department Also Shows Remarkable Growth

The cosmetic department of Ramon Drug has trebled in size since the store was opened five years ago. The department is now stocked with a wide variety of the best cosmetics and beauty aids available today, according to Estelle Schiller who is in charge of this department.

Miss Schiller attributes the growth of her department to her policy of keeping close contact with customers and a desire to assist each one in their particular needs. Another reason she points out, is the direct buying plan of Ramon Drug which enables the store to offer its customers nationally advertised cosmetic specials the same day that they are released in all other parts of the country.

The cosmetic department is arranged with related items in their own sections for the convenience of women who like to look over the entire stock and

select their own cosmetics. Miss Schiller, who has been with the store since it opened four years ago, said also that she is always glad to procure for her patrons any cosmetic preparation which the store does not have in stock—no matter how large or small.

Ramon's cosmetic department pays special attention to stocking preparations particularly desired by women living in the dry desert area.

"I try to be helpful to women in selecting the preparations most suited to and needed by them," Miss Schiller concluded.

"Women who have dry skin, an oil skin, who are troubled with skin imperfections or blemishes; women who wonder what colors are best suited to their complexion or ensemble; women who may be dissatisfied with the condition of their hair or its present color—all will find helpful suggestions in my department."

## Inquiring Reporter

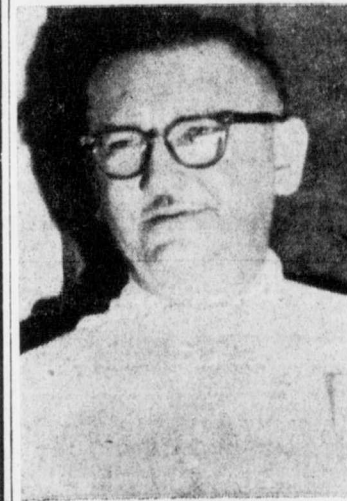
Q. Why is the Ramon Drug the friendliest store in the Village?  
A. We have the friendliest clerks in the Village.



SYD FINERMAN  
Does Everything!



MORRIE FINERMAN  
Manager



FRED MILLASICH  
Pharmacist



JACK BILLINGSLEY  
Stock Manager



ESTELLE SCHILLER  
Head of Cosmetic Dept.



SAM SIEGEL  
Head of Tobacco Dept.



PRESCRIPTION DEPARTMENT — Heart of Ramon Drug Store—here is an interior shot of Ramon Drug showing the most important department of all... the prescription department. Here your prescriptions are filled accurately and quickly... while you may shop or browse around in the friendly atmosphere. Ramon Drug always ready with 3 pharmacists.

## THERE'S A REASON FOR GROWTH OF RAMON DRUG STORE SAYS FINERMAN

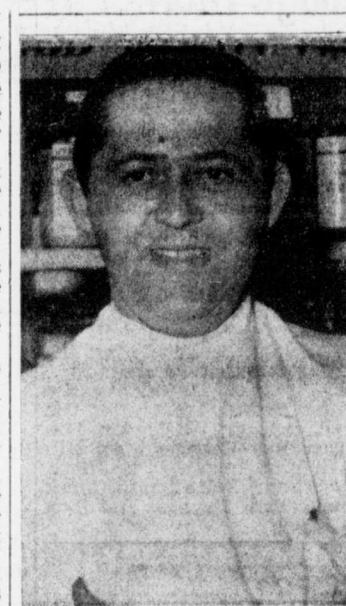
There are people who will say that "a drug store is a drug store." They are the ones who contend that it doesn't make much difference where one trades, said Hy Finerman, owner of Ramon Drug.

And it is true enough that these stores, by and large, have about the same items for sale. But to say that "all stores are the same" is about like declaring that there are no differences in people. For people operate stores, and the stores are bound to reflect the personality of the management.

An example is the Ramon Drug Store, a friendly establishment, where clerks are genuinely interested in the needs of the customers, and in helping to fill those needs.

Most people would be hard-pressed to explain why they trade at one retail store rather than another. One reason is that they "just like to do business" with the people in certain stores. They have become their friends and it is a pleasure to give them their patronage.

A great many persons in the Palm Springs community and outlying areas feel just that way about the Ramon Drug Store. When they visit this establishment—and everyone is invited to drop in during the anniversary celebration—they find alert, capable sales people, sincerely inter-



HY FINERMAN  
Owner of Ramon Drug

ested in serving them.

In addition, this is a "reliable prescription pharmacy." At "Reliable Pharmacies" one is assured of high, ethical standards

and consistently fair prices. Villagers are invited to turn to Ramon Drug, at Ramon road and Indian avenue, "for a good family drug store and a reliable prescription source."

## Dairy Products Featured at Grill

Golden State Dairy Products, originated in Humboldt county, California, 49 years ago, are featured at the Ramon Drug fountain and grill.

The popularity of Golden State brand products has stood the test of time with customer demands for high quality developing the business to the position of the largest independent dairy company in California.

"We who operate the Ramon Drug and Ramon Drug Fountain Grill have found through the past five years that the dairy products of Golden State have satisfied our patrons, and therefore we will continue to serve California's finest dairy products," the Ramon Drug management stated.

**IT'S OUR BIRTHDAY — BUT**  
*The Presents Are For You*  
**FREE! FREE! FREE!**  
**Thursday — Friday — Saturday — Sunday**  
**March 12 — 13 — 14 — 15**

RAMON DRUG has over \$500 worth of DRUG, COSMETIC and TOBACCO merchandise to be GIVEN AWAY FREE to its customers during its 5TH BIG BIRTHDAY CELEBRATION.

Any adult making a purchase of \$1.00 or more at our Drug, Cosmetic or Tobacco Departments, who presents one of the coupons appearing below to that department, will receive a valuable FREE GIFT BAG.

Here are some of the items you will find in your Free Gift Bag.  
AMPLE sizes on everything. While they last!

DRUG BAG	COSMETIC BAG	TOBACCO BAG
Parke Davis ABDEC	Lip Life	Wrigley's Gum
Parke Davis Caladryl	Breck Shampoo	Dentyne Gum
Parke Davis ADC Drops	VO5	Roi-Tans
Cepacol Mouth Wash	Balur Argenta	Courtley's Men's Deod.
Hexol Antiseptic	Hudnut Rinse	Wildroot Hair Tonic
B-C Headache Powder	Modart Creme Shampoo	Brylcreem
Upjohn's Caligesic	Lustre-Glint Rinse	Pocket Combs
NRs	Cutex Removettes	
Sucrets	Comette Hosiery Hangers	
Boyle's Hematinic Vitamin	Tryst Hand Lotion	

FOR THE KIDDIES: TOYS! CANDY! BALLOONS! COMICS!

## Ramon Drug Rings The Bell Again!!!

When you hear bells ringing in your ears — don't be alarmed! It's only Ramon Drug's unique way of presenting over 150 special gifts to some lucky people. During the four-day celebration, an alarm will go off at various intervals. Any adult making a purchase at the Drug, Cosmetic or Tobacco counters at the time the alarm goes off will receive a special gift.

BIRTHDAY DRUG COUPON	BIRTHDAY COSMETIC COUPON	BIRTHDAY TOBACCO COUPON
----------------------------	--------------------------------	-------------------------------

## JACK BRAND'S Ramon Fountain Specials During Our 5th BIRTHDAY SALE!

**Creamy**  
**ICE CREAM SODAS 25¢**

**Jumbo**  
**Ice Cream SUNDAES 29¢**

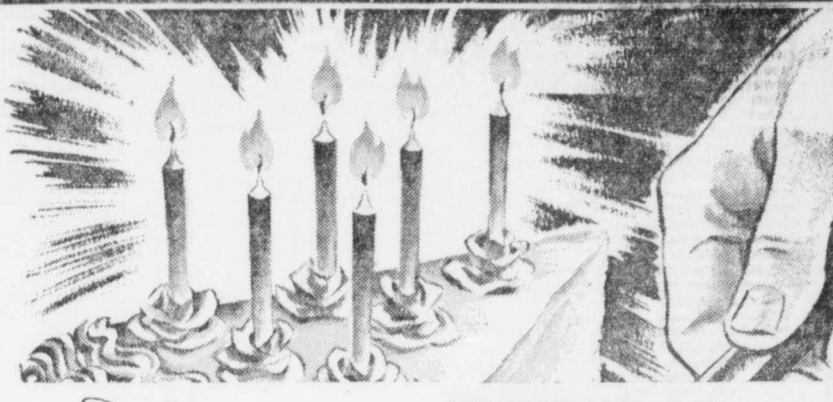
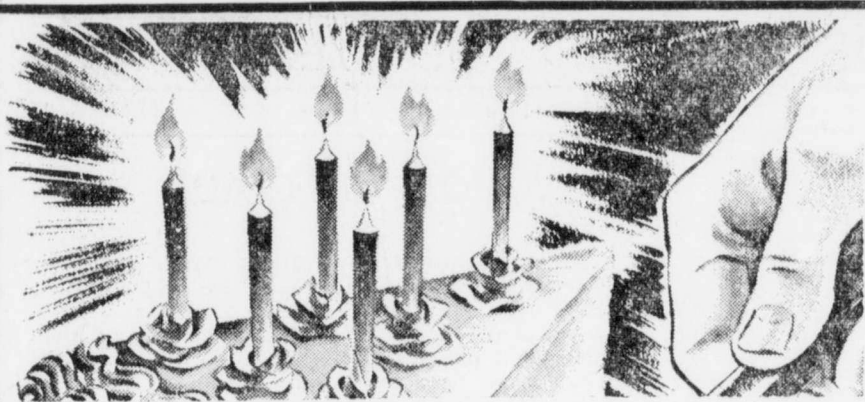
**Luscious**  
**MILK SHAKES 23¢**

**HEY KIDS !!!**  
Bring Mom and Dad  
**FREE ICE CREAM BARS**  
3 p.m. to 4 p.m. During Our 4 Day Sale

Take Some Ice Cream Home - - Treat The Family  
**PACKAGE ICE CREAM** pint **33¢**  
**CREAM O' GOLD** pint **37¢**

**FOUNTAIN HOURS ARE:**  
Monday - Saturday — 8 A.M. to 7 P.M. Sunday — 9 A.M. to 4 P.M.





# Birthday Sale

Open Every Day  
8 A.M. to 9:30 P.M.

THURSDAY  
FRIDAY  
SATURDAY  
SUNDAY  
MARCH  
12-13-14-15

## SPECIAL SALE!

Dorothy Gray IN NEW SUPER-STAY OR REGULAR FORMULA Lipstick Duo

**2 full-size METAL-CASED LIPSTICKS FOR ONLY \$1.00** (Plus tax)

Limited Time Offer! Your choice of Regular long-lasting Formula or extra-long lasting New Super-Stay Lipsticks. Both in any one of 6 right-for-now shades: Portrait Pink, Red Trey, Siren, South American, Right Red.

## ANNIVERSARY CIGARETTE SPECIAL

POPULAR BRANDS  
CARTON  
**\$1.73**  
18c PKG. or 2 for 35c Inc. Tax

75 Rubber Tipped

**BOBBY PINS** reg. 25¢ 2 for **25¢**

Reg. \$3.95

**ALARM CLOCK** GUARANTEED **\$1.59**

All Flavors — Full Box 20 Pkgs.

**Wrigley's or Beechnut Gum** **59¢**

More Horse Power — Reg. 25c Value

**Motor Oil** (20, 30, 40 S.A.E.) **2 qts. 25¢**

Stuart Hall — 70 sheets, 30 envelopes

**STATIONERY** (REG. \$1.50 VALUE) **98¢**

Hollywood

**COMBS** 1 rattail, 2 pocket 1 Ladies', 1 barber 1 Men's **6 for 29¢**

300 Tissues

**KLEENEX** REGULAR 28c **special 19¢**

## COSTUME JEWELRY

All \$1.00 Jewelry

**3 for \$2.00**



When you need some item in drugs or sundries, we hope you'll keep us in mind. We shall count it a pleasure and a privilege to meet and greet you... And do be sure to bring us your Doctor's prescriptions for compounding by our expert pharmacists.



We Are Responsible



"Certified" Clinical Oral or Rectal **Thermometer**

with case Reg. \$1.25 **69¢**

Men's or Ladies' **Prophylactic HAIR BRUSH** \$1.75 Value

**\$1.00**

## LARGE SIZE WEEK

the BIGGER the size, the BETTER the bargain!

SAVE 26¢ — 85¢ SIZE	<b>NOXEMA SKIN CREAM</b>	<b>59¢</b>
SAVE 19¢ — 200 - 5 GR.	<b>SQUIBB'S ASPIRIN</b>	<b>79¢</b>
SAVE 20¢ — 100 TABLETS	<b>ANACIN</b>	<b>98¢</b>
SAVE \$1.07 SQUIBB'S — 1000 TABLETS	<b>BREWERS YEAST</b>	<b>\$2.49</b>
SAVE 39¢ — 25 TABLETS	<b>ALKA-SELTZER</b>	<b>58¢</b>
SAVE 30¢ — QUART SQUIBB'S	<b>MINERAL OIL</b> PLUS 6-OZ. SIZE FREE	<b>\$1.09</b>
SAVE 19¢ — 14-OZ.	<b>LISTERINE ANTISEPTIC</b>	<b>79¢</b>
SAVE 25¢ — 100 TABLETS	<b>BI SO DOL</b>	<b>49¢</b>
SAVE 38¢ — 200 TABLETS	<b>TUMS for the Tummy</b>	<b>\$1.00</b>
SAVE 17¢ — 40 REG., JR., SUPER	<b>TAMPAX</b>	<b>\$1.39</b>
SAVE 15¢ — 100 TABLETS	<b>EMPIRIN</b>	<b>\$1.35</b>

## Look your LOVELIEST

Dorothy Gray 4-Ounce	<b>\$1</b>
Hormone Hand Cream — Reg. \$2.00	<b>\$1</b>
Dorothy Gray Blustery Weather Lotion — \$2.00 Size	<b>\$1</b>
Helena Rubinstein Hormone Twins — \$6.00 Value	<b>\$3.50</b>
Tussy Skin Freshener Lotion — \$1.75 Value	<b>\$1</b>
Tussy Pink Emulsified Cleansing Cream — \$2.00 Value	<b>\$1.25</b>
Tussy's Astringent Skin Lotion — Reg. \$1.75 Size	<b>\$1</b>
Tussy Dry Skin Freshener — \$1.75 Size	<b>\$1</b>
Yardley Soap Reg. 3 for \$1.35	<b>4 for \$1.35</b>

## NEW NEW! EVERSHARP

RETRACTABLE BALL POINT **PEN**  
**\$1.29 \$1.29**

## Ramon Drug Rings the Bell Again!!!

When you hear bells ringing in your ears — don't be alarmed! It's only Ramon Drug's unique way of presenting over 150 special gifts to some lucky people during the four-day celebration. An alarm will go off at various intervals. Any adult making a purchase at the drug, Cosmetic or tobacco counters at the time the alarm goes off will receive a special gift.

The Friendliest Store in the Village!



COPPERTONE LIQUID OR CREAM	<b>Suntan Oil</b>	<b>\$1.00</b>
4-OZ. TARTAN	<b>Suntan Lotion</b>	<b>79¢</b>
6 1/4-OZ.	<b>SKOL</b>	<b>89¢</b>



Choice of 5x7 **Enlargement Plus Frame**  
Reg. \$1.25 **59¢**  
Sale Price

### Drug Buys

25c Tube	<b>Zinc Oxide Ointment</b>	<b>7¢</b>
25c	<b>Citrate of Magnesia</b>	<b>9¢</b>
Glycerine	<b>Suppositories</b> Infants or Adults	<b>9¢</b>
100 U.S.P.	<b>ASPIRIN, 5 gr.</b>	<b>9¢</b>
Large Box, Lux or Rinso	<b>SOAP POWDER</b>	<b>27¢</b>
Full Pint	<b>RUBBING ALCOHOL</b>	<b>9¢</b>

BOX OF 50 **PHILLIES or VAN DYKES** SPECIAL **\$4.60**

BOX OF 50 **WHITE OWLS or ROI-TANS** SPECIAL **\$4.60**

HADDON HALL **CANASTA CARDS** Special **79¢**

Genuine **Briar Pipes** Reg. \$1.50 **69¢**  
Reg. 5c **Pipe Cleaners** 3 for 5c

## COLD REMEDIES

32 TABLET	<b>GROVE'S BROMO QUININE</b>	<b>69¢</b>
MILD OR REGULAR	<b>BEN-GAY Analgesic Ointment</b>	<b>79¢</b>
4-OZ. UPJOHN — \$1.00 SIZE	<b>SYRUP CHERACOL</b>	<b>79¢</b>
20 TABLETS	<b>SUPER ANAHIST</b>	<b>98¢</b>
8 OUNCE — \$1.25 SIZE	<b>CREAMULSION</b>	<b>\$1.12</b>

### SAVE NOW! VITAMINS

50 CC PARKE DAVIS	<b>ABDEC DROPS</b>	<b>\$3.51</b>
100 UPJOHN'S	<b>UNICAPS</b>	<b>\$3.11</b>
16-OZ. LIQUID OR 96 TABLETS	<b>STUARTS FORMULA</b>	<b>\$2.60</b>
120 MILE'S ONE-A-DAY	<b>MULTIPLE VITAMINS</b>	<b>\$3.43</b>



# FIND YOUR DREAM HOME IN THE DESERT AMONG THE WIDE VARIETY OF LISTINGS ON THESE PAGES

## CLASSIFIED ADS

**The Desert Sun**  
and PALM SPRINGS NEWS  
Published every  
MONDAY and THURSDAY  
PHONE 2249  
Box 190, Palm Springs, Calif.

## RATES

(Minimum ad. 3 lines—count 24 letters and spaces to a line)  
1 time, per line .75c  
(Min. 2.25—1.50 cash in adv.)  
(2 TIMES) (4 TIMES) (8 TIMES)  
Per line 1.00 1.25 2.25

● Ads ordered for more than one time must run in consecutive issues to earn above rates; otherwise single insertion rate will be charged for each time run.  
● Save by ordering your ad run 4 or 9 times if cancelled before completion, you will be charged at nearest rate applicable for times run and get a REFUND for the difference.  
● This newspaper cannot be responsible for more than one incorrect insertion; please notify us promptly of any error in your ad.  
● HEADLINES for new copy or cancellations.

MONDAY ISSUE—5 P.M. FRIDAY  
THURSDAY ISSUE—5 P.M. TUESDAY  
● ADDRESS all communications to: The Desert Sun, P.O. Box 190, Palm Springs, Calif.

## Lost and Found 10

LOST, 2 pairs of glasses in one case. Return to Sun and Stars Apartments, 259 W. Arenas Rd. Reward.

LOST—Billfold containing money, valuable papers, driver's license. Reward. Ph. 9031.

## Personals 12

## Palmist—Spiritual Reader

ADVICE on all matters. 415 No. Palm Canyon Dr. Appointments not necessary. Open daily and Sundays. 9 a. m. to 11 p. m. at night.

DEAR JOAN. The day has finally come for us to meet at Ramon Drug and join in the fun on their 5th Anniversary Party. Hope we will be among the lucky ones when the alarm goes off. SELMA.

ALCOHOLICS Anonymous. Airport 8:30 Tuesday nights. Phone 7063.

COLONICS MASSAGE  
346 N. Palm Canyon. Ph. 5239

FOR SALE, diamond ring, beautiful 1 carat. Sacrifice. Ill health. \$750, or offer. Ph. 7601.

## Announcements 14

DESERT BOOK SHOP  
Also RENTAL LIBRARY  
TYPEWRITERS Sold & Rented  
443 N. Palm Canyon. Ph. 5208

SERVICE MISCELLANEOUS 15  
TYPING of all kinds, pick up and deliveries. Palm Springs area only. Ph. 3167.

A-1 CARPENTER REPAIRS  
REMODELING or ALTERATIONS  
PHONE KEN at 7063

## Service Miscellaneous 15

LETTER SHOP  
Mimeographing  
Stenell mailing lists  
Public Stenographer  
Fast Service  
Phone 2738 114 S. Palm Canyon  
Ask for Mrs. Griffing

REMODEL or REPAIR  
Car Parts, Room, Extensions  
Patios, Walls, Pools, Store Fronts  
New Home Construction  
Lic. General Contractor—Insured  
KADERA CONSTRUCTION CO.  
390 Sunny Dunes Rd. Ph. 5152  
or 3241

U-HAUL TRAILER  
NATIONWIDE, one way. Long  
distance or local. McClellan  
Golden Eagle Service. Phone  
3772—Beaumont.

SWIMMING instruction, individual or group. Will come to your pool. Phone 2984 for appointment.

GUARANTEED Radio repairs.  
Service while you wait. Lowest price in town. BREZIN'S.  
366 No. Palm Canyon Dr.

HANDY MAN  
\$1.50 HOUR  
PHONE—2881

FOR YARD MAINTENANCE  
LAWN CARE, ETC.  
PHONE 9973

MOVING and STORAGE 19  
PALM SPRINGS  
TRANSFER & STORAGE  
Agents for  
AERO MAYFLOWER

LOCAL and LONG  
DISTANCE MOVING  
507 SUNNY DUNES RD.  
Phones 5203 and 4305  
Froman Golden, Mgr.

## Situations Wanted 25

EXPERIENCED couple will manage hotel or motel. Bank references and financial responsibility. Write Desert Sun, Box 190, File 04.

STRAIGHT cook, experienced, \$200 month, including room and board. 174 No. Indian Ave. Ph. 2-5101 between 2—5.

DAY care. Children 2 to 6 years. 32-660 Sky Blue Water Trail, Outpost Estates.

RELIABLE couple desires motel to manage. Write P. O. Box 883, Palm Springs.

2 BARTENDERS—for steady work and private parties. Phone 3822.

PAINTER—Interior and exterior. Free estimates. Reasonable. Immediate service. Ph. 7905.

PAINTING, decorating, paper hanging. Very reasonable. Free estimates. Ph. 2341 or 5850.

CARPENTER and painting. No job too large or too small. Ph. 4357.

FOR AN EXPERIENCED BABY SITTER  
Call 7497

HOUSEKEEPER. \$1.25 hour. Baby sitter. \$1.00 hour. 174 N. Indian Ave. Ph. 9013.

WILL care for babies or children in my home by hour, day or week. Ph. 6239 for appointment.

## Situations Wanted 25

FOR dependable baby sitting, have car. Phone 3898.  
Help Wanted 27

YOUNG man alert, 18-25 years, for stock work. Permanent. APPLY RAMON DRUG.

## Help Wanted 27

FOR dependable Baker, must be able to Bake over \$100 per day bread, pastries, rolls, pies. Resort business. April 25 to Oct. 25, '53. Lease shop or work on percentage. We have outlets. Inquire Louie's Market, June Lake, California.

## Help Wanted 27

MEN—Bus boy, dishwasher, porter, delivery. Excellent year 'round working opportunity for those experienced with quality operation. Excellent salary. Apply Milton F. Kreis, room 101, Hotel Oasis Bldg., Palm Springs.

GENERAL housekeeper. White, steady year round position with middle aged couple. Salary \$150 per month. Room and board. State age and experience to Box 237, Desert Hot Springs.

MARRIED couple under 50. Maintenance man and housekeeper. April 1 to Oct. 1. Lake Side Cottages and Trailer Park. P. O. Box 11, Lake Arrowhead.

NEED A JOB????  
Openings for Men & Women. Palm Springs Employment Agency, Rear 156 No. Indian.

COOK, man and wife combination preferable for South Lake Tahoe area for summer season. Wish to interview. Write Box 190, File 0-2.

WANTED experienced Hoover vacuum cleaner salesman. Apply in person to PAVNYS, 1001 So. Palm Canyon Dr.

## Business Opportunities 29

## MUST SACRIFICE

GOING B.B.Q. Business. \$10,000 valuation. Due to illness must sell at once. No reasonable offer refused. Phone 5769.

WELL equipped meat department, established 24 years—does \$30,000 or over. Summer season—April 25 to Oct. 25, '53. Work or lease on percentage. Inquire Louie's Market, June Lake, California.

COCKTAIL lounge and restaurant. Seats 125. Heart of village. All or half or lease. Good business. Ph. 3350.

## Business & Financial 30

MONEY WANTED on First & Second Trust Deeds paying from 6 to 10% interest. Sheptenko, 475 N. Palm Canyon Dr. Phone 2727.

TRUST DEEDS BOUGHT, SMALL DISCOUNT. PRIVATE PARTY. WRITE J. NACLER, 330 N. ALFRED, LOS ANGELES.

HAVE \$7000 to \$8000 to LOAN for 4 or 5 years at 6% interest on Palm Springs Improved property. Phone 6711.

PRIVATE money will purchase 2nd Trust Deeds. Palm Springs. Write Box 190, File 05.

## Lots & Acreage 33

LOT 72x135 in Rancho Mirage. Gas, light, water. Will take late modern Chevrolet in trade. Address Box 411, La Crescenta, Calif.

## Help Wanted 27

REAL ESTATE  
Salesman or Broker  
RALPH WEINSTEIN  
256 1/2 So. Palm Canyon Dr.  
Phone 2884

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## HELP WANTED MEN AND WOMEN

Must have experience with quality lines and catering to fine clientele. Year 'round employment opportunities in West Coast's most unusual high type of operation.

Following positions open:

Pharmacist  
Cosmetic Girl  
Hostess  
Cashier

Working Chef  
Waitress  
Fountain Attendant

APPLY TO MILTON F. KREIS,  
ROOM 101 OASIS HOTEL BLDG.  
PALM SPRINGS

QUALITY SALAD AND  
SANDWICH MAN

Must be fast. Top pay.

Permanent.

SANS SOUCI — INDIO

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Salesman or Broker  
RALPH WEINSTEIN  
256 1/2 So. Palm Canyon Dr.  
Phone 2884

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## Lots & Acreage 33

LAST and best corner on Indian Ave. for Hotel, Apts. or home. One hundred thousand recently refused for this corner. Now paying seven per cent on twenty thousand investment with unlimited possibilities for future improvements or sale. One block from Mirador. Takes twenty thousand to handle. Courtesy to brokers. No other terms or trades. Call owner phone 3284.

1. LONG BEACH. Close in 10-unit hotel, 9 blocks to ocean, double corner R4 lot, faces 3 streets, 100x112x100.

2. WESTMINSTER, 9 miles east of Long Beach, 2 houses on 1 lot, redecorated. Leased year. \$80 month. \$5000 down on \$7000. Owner, Newman, 909 California Ave. Ph. 6-0204.

## ESTATE LOT

TENNIS club area—150 ft. front by 286 deep. Surrounded by beautiful homes.  
Owner—Ph. 3182 or 7092  
Or write Box 190, File N 6

SUBDIVISION NO. 2  
1 1/2—2 1/2 ACRE parcels. Plenty water, paved highway. \$120 per acre, small down. 5 miles W. of Indio, turn N. off Highway 111 at La Quinta turn-off. Ray Darby, Hall of Records, L.A.

147-ACRE SUBDIVISION  
MUST be sold to settle estate. Abundance of water. On Ramon Road, Thousand Palms, 7 1/2 miles E. Palm Springs High School. \$295 per acre, terms. Owner, 1680 E. Ramon Road. Phone 2173

## 40 ACRES

RANCH 1/2 mile from Beaumont. 2-bedroom house, irrigation well. \$21,000. Call Santa Monica. Exbrook 41-524.

## SACRIFICE

HILLVIEW site and level 3 acres inside city. \$4000. Owner. Box 1184, Palm Springs

5 ACRES near Thunderbird, with water. Date Palm Drive back of Sun Swim Club. \$8000. Terms. Cy Watson, Mission Inn, Riverside. Phone 1, Ext. 70.

\$6 PER ACRE, 640 acres, 2 miles of town and Palm Canyon. Excellent future. Photos at T. Ray, 773 N. Palm Canyon Drive.

SACRIFICE—R3 Duplex lot. Good location. \$2500. Phone 7452 between 10-11 a. m., 6-7 p. m.

R-1 LOT 74x100, 400 block Sonora Road, \$2750. Owner, 466 Avenida Palmera. Ph. 6257.

CHOICE lots Shangri-La Palms. Terms. C. L. Crosby, Date Palm Dr., Thousand Palms

## For Sale or Exchange 34

2-BEDROOM apartments Palm Springs. Exchange for San Diego, like property or house. Call Palm Springs 7654 or Escondido 917-M. Write Creley, 1541 So. Escondido Blvd., Escondido, Calif.

FOR SALE OR TRADE—View lot 100x128. Owner, McKenzie, 1387 Tournaine, Montone.

## Real Estate—For Sale 35

## SAN CLEMENTE

BY THE SEA  
SPANISH BEAUTY  
FOR SALE  
\$24,500  
THE art of elegance, gaiety and romance are reflected in this lovely Spanish Villa.

OLD world patio filled with rare gardenias, camellias, roses, wisteria, blooming cactus, tropical and semi-tropical plants, palm trees, huge shade trees and a fish pond.

OCEAN view. White stucco exterior. Red tiled roof. Double wall construction. Hand hewn beams. Large living room with fireplace and three sets of Spanish doors leading to the enclosed patio. Library. Large Dining room. Pantry. Kitchen. Laundry. Three bedrooms. Three baths. Garage.

RESIDENTIAL community for RETIRED PEOPLE. Golf Course. Swimming Pool. Community Clubhouse. Beach. Pier. Sportfishing. Noted for its GLORIOUS SUNSHINE. NO SMOG.

Property—60W x 175D  
Owner—Box 215  
217 ESPANADE AVE.,  
SAN CLEMENTE, CALIF.

DE LUXE HOMES  
\$12,000—\$2500 down.  
North Indian Rd. at San Rafael.

## LA QUINTA

SUPERIOR CHARM  
EXCELLENT BUY  
NEW — Modern — practical — 3 bedrooms, 2 baths. All electric kitchen, utility & storage room.  
Large patio—2 coolers  
Beautiful view  
\$18,000, terms

Coachella Valley  
Realty Co.

Post Office Bldg., La Quinta  
Phone 9-3861 or 7-3116

UNUSUAL desert home, exquisitely furnished 3 bedrooms, 2 baths, heated pool, beautiful yard and view. Reduced. \$38,500. Ph. 5720.

4 BUILDINGS 25x150 feet, frame construction. Gunite exterior. Contains 28 dwelling units. 2058 E. Ramon Rd. Phone 2238.

## Real Estate—For Sale 35

## NICHOLS SPECIALS

PALM SPRINGS OUTSTANDING ESTATE  
Can be bought far below reproduction cost. There are 6 bedrooms, 5 baths, a large living room, dining room, dressing room, kitchen, service porch and an outside laundry and storeroom. Three carport. Large swimming pool, heated and filtered. Covered lanai. A sun deck allows sunbathing in privacy. On a huge walled lot, beautifully landscaped. All this for only—  
\$69,500

## MAKE CASH OFFER ON THIS TAX SACRIFICE

On large lot in Las Palmas — 4 bedrooms, each with dressing room and bath. Den, bar, lanai, detached 2-car garage. Completely furnished.  
Immediate occupancy. Full price \$37,500.

Cheery new 2-bedroom home with fireplace, carport. Owner will negotiate part or all of furniture. Price unfurnished, \$14,700. Easy terms. Or rent furnished at \$150 month to Sept. 1, option to buy.

2 R-3 lots, 200x115. Near The Rossmore. Sewer connection.  
Full price \$5,500.

Corner lot in El Mirador Estates, 111x135 with water shares.  
\$2750

## CULVER NICHOLS — Realtor

861 N. PALM CANYON DR.—PHONE 2182  
Al E. Hoover—John Bernet  
Bob Stanley — Fred Fenton

## Over 20 Years in Palm Springs

## SUNTAN ESTATES

ONLY  
9 LOTS LEFT  
FINE LOCATION  
ORIGINALLY PART OF DEEP WELL  
\$3500  
Corner Lots \$3750  
BETTER HURRY!  
REID-WADE  
REALTORS  
850 S. PALM CANYON DRIVE  
PHONE 2855  
ASSOCIATE, LES MILLBROOK  
OR SEE YOUR BROKER

## BILLY WRIGHT

EXCEPTIONAL  
VALUES

BEAUTIFUL—2-bedroom, three-bath home. Two-car garage. Heated Pool—Large corner lot walled and landscaped, including carpets and drapes, new stove and refrigerator. This home belongs to BOB HAWK—the "LEMAC" man. Priced at \$29,500 for quick sale—takes \$10,000 down to handle.

APARTMENT HOUSE—Consists of 24 units located in the very center of Palm Springs. Modern in every detail, doing \$60,000 business a year holding overhead to a minimum. Valued at \$335,000, now offered at the price of \$275,000. \$100,000 cash will handle, balance on easy terms.

320 ACRES—Joining a million dollar ranch—offered for \$100 an acre, including one-half the oil rights.

REMEMBER you can't go wrong with Billy Wright—if you want to purchase Income Property.

## BILLY WRIGHT

REALTOR  
"16 years of fair dealings in Palm Springs"  
285 N. Palm Canyon Drive  
Ph. 5727—2815

## James W. Hammond

OFFERS  
SACRIFICE to liquidate, 2 beautiful homes with pools, completely walled concrete patios, in exclusive Tennis Club area.  
OPEN DAILY  
466 PATENCIO LANE  
3-BEDROOM, 3-bath home. Plenty of storage space. Completely walled. \$36,500.  
TWO-BEDROOM home with enclosed garage, patio, walled lot, tastefully landscaped. Only \$12,500.  
ONLY EIGHT of Palm Springs' most beautiful large view lots remain at this unbelievable price. All utilities are in and paid for. Prices for cash sale start at  
\$1225  
875 N. Palm Canyon. Ph. 5373  
Associates  
ESTHER HAMMOND  
LISA H. JONES  
EVE MORGAN

## NEAT DEAL!

</



Real Estate—For Sale

35 Real Estate—For Sale

35 Real Estate—For Sale

35 Real Estate—For Sale

36 Exchanges

36 Apartments for Rent

36 The Desert Sun—5d

**FOR SALE**

**COUNTRY HOME**

*with Guest House and*

**5 acres of Dates - Tangerines**

This property located in center of fast growing Thunderbird and Tamarisk area. Only half mile from golf course corner, Thunderbird and Del Sol. Television reception. Beautiful scenic view. Main house, large rooms, walled yard, cement sun-patio, garage, two box stalls and outdoor barbecue. Four room guest house. Ideal water and soil. Raises finest dates and tangerines. (More acreage available if desired.)

**FULL PRICE ONLY \$27,500**

Shown by appointment

Palm Springs

Phone 2653 -- Days 8-3191 -- Evenings

**Income Properties For Sale**

Deluxe Apartment House on large lot facing two streets, in most exclusive hotel area, room for additional improvements. Ten units plus owner's Deluxe 2-bedroom apartment. Latest modern architecture and furnishings throughout. Each unit resembles small home with fireplace and private patio. "All the comforts of home" for a selected clientele. Owner will consider part in trade. Anxious to sell. Shown by appointment only to qualified buyer.

A real bargain in a home located within walking distance of downtown and 1/2 block from O'Donnell Golf Course. Corner lot 25x115. Room for additional building. House has 3 large bedrooms - 3 baths - large double garage attached to house easily converted into additional rooms. \$39,500 - partly furnished.

7 1/2 acres near Tamarisk Golf Course leveled, and with water. \$7,500 - ideal for an estate, or will make 6 beautiful homesites.

Above properties exclusive with

**Muriel E. Fulton - Realtor**

Associates—Frances Wilson—Ernie Dunlevie—Frances Elliott  
New Location—Oasis Building—125 South Palm Canyon Drive, Telephone 2225  
Offices 2225 Residence 2266

**You Will Be INTERESTED**

**Cathedral City**

\$5500—ONE bedroom home, has large living room, steel sash windows, Panelair heat, 2 coolers, large kitchen, also service porch. This is priced to move fast. Only \$1500 cash required. Balance low monthly payments.

**DUG UP ANOTHER**—A competitor's listing but we think it's good. \$29,500 with pool. Ask us about this one, won't last long.

**OH! YES**, that section of land adjoining the city limits, raw desert land, looks like Palm Springs 30 years ago when you could have bought most of the townsite at \$25 per acre, and now, partner, you can buy this mile square of land with all oil rights at \$25 per acre.

**AND THAT** De luxe home where you can enjoy life and have sure income, a stone's throw from El Mirador Hotel. Owner says over \$10,000 spendable money with initial investment of less than \$75,000. Balance easy.

**LET'S TALK IT OVER**

**Munholland & Co.**

1659 North Palm Canyon Drive Phone 3673

For Industrial Property See John Williams Will lease or build to suit

3-BEDROOM, 2-bath home, newly furnished, with coolers and wall to wall carpets. Reduced to \$21,500

4-BEDROOM, 3-bath home on 4 view lots, completely furnished, new. \$45,000.

3-BEDROOM home unfurnished, \$12,500, low down payment.

10 LOTS for builder, wholesale price \$10,000.

APPROXIMATELY 15 acres within city limits, ready for subdivision, \$800 per acre.

SEE

**John W. Williams**

Realtor or Associates  
Claude W. Gottbueh  
Roslyn Lang  
423 No. Palm Canyon Dr. Ph. 3311

**FOUR GOOD DUPLEX BUYS**

CLOSE IN LOCATIONS

NO. 1—\$16,000. Both rented. Good financing.

NO. 2—\$17,500. 2 bedrooms each unit. One leased.

NO. 3—\$21,500. New—low down payment.

NO. 4—\$25,000. 2 bedrooms, 2 baths. Good terms.

**FRANK MILLER**

428 No. Palm Canyon. Ph. 2929  
Gordon Nicholson  
George Spotts Mildred Potter

ATTRACTIVE 3-bedroom, 2-bath home. Completely furnished, \$27,500, unfurnished \$25,000.

**Phone 5185**

**PALM SPRINGS FOR CLIMATE**

**HAROLD HICKS**

**Real Estate**

For Over 30 Years

THIS EXQUISITELY FURNISHED LAS PALMAS ESTATES HOME is like a JEWEL IN A PERFECT SETTING—no expense spared in the building, furnishings or landscaping—three bedrooms open to garden and Master has 2 baths. Ultra-smart glassed-in Lanai room has bar and Electric Bar-B-Q setup and overlooks fine POOL and picturesque garden. The usual important rooms plus 3rd room and bath and Chauffeur's and bath. \$79,500 and FOR THOSE WHO SEEK THE ULTIMATE IN LUXURY LIVING.

IT'S SO-O-O BEAUTIFUL—"A BEYOND COMPARE" quality home (over 1000 Sq. Ft.) of heavy in that extra measure and on 3 lots in Las Palmas Estates. Entry hall, living room, dining room, library, LANAI, butler's pantry, 2 master bedrooms, maid's room and bath. 3 fireplaces. Screened patio and bar-BQ area. Furnace heat and unit cooling. UNDEPRICED at \$87,500. SELDOM DO WE HAVE A PROPERTY WITH SO MUCH TO OFFER.

OPEN HOUSE—331 W. Stevens Road, and IT'S THAT WONDERFUL NEW HOME WITH ALL THE EXTRAS. Seeing it is an experience you will remember 3 spacious bedrooms—lots of glass and built-ins. THE FIRST WORD IN HOMES. THE LAST WORD IN LIVING. Only \$37,950.

OUTSTANDING 3-bedroom, 2-bath home, completely and charmingly furnished—very pretty as a picture; just reduced to \$23,500. You'll be sorry if you pass this buy.

OPEN HOUSE—1450 Paseo El Mirador, A TERRIFIC VALUE. Phone 4225. SEE IT TODAY SURE, IT WON'T LAST.

IF IT'S FOR SALE, HAROLD HICKS HAS IT

10 DE LUXE furnished UNITS on 4 lots ZONED C-2. Terrific opportunity for development. Excellent Return. \$117,000. Terms.

FINE New DUPLEX—Two 2-bedroom units, 1 1/2 down, \$21,500 full price, Easy Terms.

**Harold Hicks**

REALTOR

813 North Palm Canyon Dr. Phone 2736

AND ASSOCIATES  
Burnham Bigelow  
Mildred Jackson Ken Herman  
Offering

BUYERS - VALUES and SELLERS - RESULTS  
For Over 30 Years

**DON CAMERON SAYS**

Live Near the Country Clubs

\$29,500. Beautifully furnished two-bedroom home. Completely walled patio, entrancing view, corner lot near Shadow Mountain Club.

ALSO

HOMES, lots, acreage, income properties.

RANCHO Mirage, Thunderbird, Tamarisk, Palm Desert Areas.

Associates:  
Isabelle Cameron  
Sally O'Neil

Next to Rancho Mirage P.O. on Hi-way 111, Ph. 8-4932

**Your Best Buys**

NEW 2-bedroom unfurnished home, large lot, restricted, TV area. Choose your own paint colors. \$11,000 and only \$2500 down will handle.

OTHER SELECTIONS

MOTEL, TRAILER PARK SITES

1 Bedroom, furnished. \$2500  
Lot 105x130. \$800, low terms  
New 2-bedroom home. \$13,000  
6-Acre farm and home. \$89,000

Venger Realty, M. McCann, Mgr.  
CATHEDRAL CITY BRANCH  
710 Broadway Ph. 8-3035  
P. S. 3775 N. Indian Ph. 5595

**MUST SELL!**

See—792 Mesquite Ave.  
OPEN EVERY DAY  
Was \$34,500—Make your offer

NEW 2-bedroom and den, 2 1/2 baths, fieldstone fireplace and planters. Natural wood cabinets in kitchen, inside barbecue. Over 2800 sq. ft. under roof. Beautiful filtered pool, lot 100x100 all block fenced. PHONE 5282  
OR SEE YOUR BROKER

OUTSTANDING BUY

BRAND NEW 3-BEDRM., 2-BATH DEEP WELL RANCH ESTATES Charming throughout, flagstone fireplace, natural wood kitchen, built-in oven, shake roof, unit heat, terrific view. Surrounded by \$35,000 & \$45,000 homes. No. 3 Palomino Rd. \$22,900. Ph. owner, 7222.

IF A GOOD BUY IN CATHEDRAL CITY I KNOW IT

HOMES—LOTS—INCOME

**RUTH BILES**

Realtor 56 Glenn St.

**Theresa Press**

Realtor

420 So. Indian Ave. Phone 5282 or 5691

**OUR SPECIAL**

UNFURNISHED 3-bedroom, 2-bath home. Carport, swimming pool, 6 years old, in fine condition. Drapes nearly new. Only \$17,000

**MARTHA JAMES**

REALTOR

445 N. Palm Canyon Dr. 2751—Phone—2812

FURNISHED almost new. Large living room, bedroom, kitchen, bath. Flagstone fireplace, tile floors, picture windows. 2 patios, garage, large corner-walled. Beautiful shrubs, 1671 San Lucas.

**Peter B. Sheptenko**

PALM SPRINGS  
FINEST & LARGEST OFFICE

OFFERS THE BEST BUYS IN PALM SPRINGS REAL ESTATE

TODAY'S BEST BUY!

NEW 2-bedroom, large lot, close in. Change in plans forces owner to sell this beauty quick. Seeing is believing. \$12,500

ONLY \$2500 DOWN

TASTE & QUALITY & CHARM

THIS new 2-bedroom has forced air heating and cooling. Fine fireplace. Construction like a \$50,000 house, just that it's not as big. A good buy at \$15,500

FOR HAPPY LIVING

SPARKLING, clean and up-to-the-minute, 3 bedrooms, 2 baths. Magnificently landscaped. Filtered and heated POOL. See this, Now. \$21,500

FOR A SHARP BUYER

FINE Family Home, 4 bedrooms, 3 baths, Lanai, Patio. Large walled lot. Owner takes a real loss at \$22,500.

RAMBLING RANCH HOUSE

4 BEDROOMS, 4 Baths. This fine property has everything but EVERYTHING for enjoying our way of life. Large pool, beautiful garden patio, all glassed-in barbecue. Completely and well furnished. \$30,000 with terms

LOT SPECIALS!!!

LARGE residential lot worth over \$4500. Make offer.

24 LOTS in one of the finest subdivisions in town. Can be bought singly or WILL SELL WHOLESALE on easy terms.

158 FT. FRONTAGE, near Biltmore. Room for 10 or more units. REDUCED. Try \$8500 offer.

GOOD NEW TRIPLEX

EACH unit has living room, bedroom, bath and kitchen. \$24,000 full price

**Peter B. Sheptenko**

THE PIONEER REALTY CO.  
OF PALM SPRINGS  
475 N. Palm Canyon Drive Phone 2727

ASSOCIATE BROKERS  
Bill Colven Bill Heiser  
Frank McCready Mike Jekyll

**CATHEDRAL CITY**

FASTEST GROWING COMMUNITY IN THE VALLEY

2-BEDROOM house, new, view lot, \$1500 down.

MODERN 1 bedroom home, new, fireplace, carpet, sun deck. Owner says must sell.

2 BEDROOMS furnished, excellent condition, good location, near school. \$7500.

LOVELY adobe in date garden. Exquisitely furnished. 2 bedrooms and guest house. \$24,950.

VIEW lot in well restricted district. 95' frontage. \$1650.

COURT or motel site, one of the last available in down town section. 100' x 175'—\$5500, terms.

SOME real bargains in rental income property.

See CLARK  
68-762 Broadway Phone 8-4691 with W. R. Hillery, broker

**TRIPLEX**

1—2-Bedroom unit

1—1 Bedroom unit

1—Studio apartment, large

Heated and Air Conditioned

Best rental area

South End

Beautifully furnished

Always fully leased

Priced to sell

Inquire:

**Herbert H. Foster**

Appraiser - Realtor - Builder

101 N. Palm Canyon Dr. Ph. 3555

**INCOME BARGAIN**

3 HOUSES on 1 lot. Each house is furnished, has living room, bedroom, kitchen and bath. Lot 195' x 50', with frontage on two paved streets. One house rents for \$70, one for \$65 and one for \$60. They are air cooled and kept rented for the most part, the year around. They can be purchased right now for \$4000 cash, balance \$10,000 on easy terms. An exclusive listing.

THE CLARKS

68-762 Broadway Phone 8-4691  
CATHEDRAL CITY  
with W. R. Hillery, Broker  
P.S.—We have a beauty with swimming POOL for only \$18,000, too.

SACRIFICED 3-unit court furnished. Corner lot wall sun-deck. Take in good car. Owner 11-012 First St. Desert Hot Springs or write P.O. Box 402

\$5400—Barrain! Sacrifice new nuncio block 4-room home. 1000 Palms, Box 65, Ph. 161.

**Extra Special**

NEARLY NEW 2-bedroom house, insulated, asphalt tile floors throughout. Only \$9450, terms.

2-BEDROOM house with one bedroom guest cottage, furnished. Close in. A buy at \$13,275, \$3000 down.

6 UNITS—Corner lot. Located in best hotel area. \$55,000, terms.

**Ralph Weinstein**

REALTOR

256 1/2 So. Palm Canyon Dr. Ph. 2884

Next to the House of Murphy

**MORE VALUE FOR LESS MONEY**

Than anything we know of

A 4-BEDROOM, dining room, 3 1/2 bath beautiful home. Heated and filtered swimming pool. Describing this will not help. You must see it at 1620 El Alameda

Key at this office. Price \$34,500

**William Kleinberg**

457 N. Palm Canyon Drive Phone 2842

BEAUTIFUL home furnished complete. Several thousand dollars below replacement cost. Has heated pool, landscaped with full sprinkler system, washer and dryer, extra large bedrooms each with bath and separate coolers. You will love this kitchen. Open for inspection. Second house from Hiway 111 on Sunrise Way.

**SEE TODAY**

FURNISHED duplex apartment and guest house on large corner lot. If interested in a substantial income property in a quiet district, be sure to see this property and talk to owner. Call anytime. Located on corner of Thum and Louise St., one block south of North Palm Springs Post Office. Price \$6800, O. S. Dean, Owner. P. O. Box 421.

\$14,950

POOL - TENNIS

DELIGHTFULLY FURNISHED 2-BEDROOM, 2-BATH BLOCK HOME ON 100' ENCLOSED LOT. LANAI, PATIO, LAWNS, GARAGE AND CLUB PRIVILEGES

ABSENT OWNER WILL TAKE SMALL DOWN. PLEASE CALL 5768

POPPY TRAIL TRAILER COURT SACRIFICE, elderly owner ill, unable to operate, 1 1/2 acres, 20 permanent spaces, and as much for overnight. Patios, barbecues, fruit and shade trees. Store, 2-story block building adjoined Tucker's Museum. \$5000 down, balance to suit. 1451 E. 6th St., Beaumont, Calif.

20 ACRES fine homesite, good for sub-division. Water, electricity, gas, phone, \$5000 and monthly payments handles. Adjacent to Thunderbird.

Or

Will trade for income property. Palm Springs phone 8-3399 or 70-210 Highway 111

**INCOME \$160**

PER MONTH. Private dwelling with four rentals. Price \$15,500. Owner. Phone 4682.

LAKE ARROWHEAD. Attractive furnished house. Sleeps 8. Private dock. \$9000. Also adjacent lot \$1500. Write Box 190, File O-1 or Ph. Lymington 2-9875, Pomona, Calif.

LAS PALMAS DISTRICT—5 bedrooms, 4 baths, near shopping center. THIS IS REALLY A BUY AT \$37,500. Call for appointment. Ph. 3673.

BRICK house, tile roof, 2 bedrooms, fireplace, 1 bathroom, furnished, double garage, walled in, choice location. \$16,500, terms. Ph. 3507.

LOSE IN R3 modern home, 2 bedrooms, bath, fireplace, cooler, large patio, lanai. Illness compels sale. Courtesy Brokers. Ph. owner 6240 or 2910.

LEASE or sale, showplace, large, beautiful 1 bedroom home, concrete block, close in, terms. Ph. 5273.

DUPLEX and 2-bedroom home on 3 lots in Cathedral City. Small down. Terms. Phone owner 8-3398 after 5 p. m.

OWNER'S LOVE HOME

NEW 2-bedroom, 2 bath. See this best buy. 1428 Rodeo Dr. Ph. 4653.

**APARTMENTS FOR RENT**

SPACIOUS 3-room apartment. Beautifully furnished, gas heated, air cooled, private pool and patio. 970 Parocela Place. We BUY, SELL AND TRADE

**LET'S TRADE**

BRAND NEW home with POOL. Only \$27,500. Will take L.A. or Long Beach income.

FURNISHED TRIPLEX for small L.A. or Beverly Hills home. \$32,500.

12-UNIT APARTMENT HOTEL, furnished, with POOL. A BUY AT \$90,000. Want L.A. or a home or income.

LET ME EXCHANGE WHAT YOU HAVE FOR WHAT YOU WANT

**PETE SHEPTENKO**

THE DESERT TRADER

475 N. Palm Canyon Drive Phone 2727

WANT PALM SPRINGS HOME MUST be good location in town. Have 11-room, 2-story, 6-bed room Estate home in Sherman Oaks, San Fernando Valley. Acre grounds with big trees. Vacant. Value \$47,500. Want about equal value or less.

MOORE & CRAMER  
Excl. Agts.  
13301 Ventura Bl., Sherman Oaks

**TRADE**

IDEALLY located 7-room home in Palm Springs. Large living room, dining room, 2 baths. Beautifully landscaped lot 100x200. Unexcelled view. Perfect during summer months. Write Box 190, File L5.

**TRADE**

WANT 8 or more units. Have Palm Springs income lot, 5 units Hollywood, and duplex Balboa Island. Mrs. Hudson, 2004.

ENTIRE subdivision available. Twenty-nine Palms. Can be sold in 90 days. Want 3-bedroom home Palm Springs. Trade up or down. Value \$50,000. Owner. 370 Stevens Road, P. S. Ph. 4491.

LOVELY new 3-bedroom, 3-bath home, furnished or unfurnished in exchange for similar residence in La Canada, Flintridge or Beverly Hills. Ph. Mrs. Pierce 6447.

LEVEL half acre, gorgeous view, between Thunderbird Country Club and Shadow Mountain Club, for 1952 4-door Ford Station Wagon. P. O. Box 642, Yucaipa, Calif. Ph. 7-2874.

HOTEL on Palm Canyon Dr. Will exchange for Los Angeles or vicinity income. Phone 9053.

**PALM DESERT Rancho Mirage Area**

LOTS, acreage, homes, estates and rentals.

ALSO information on Lake Tahoe, California, and Nevada properties.

HEFFERNAN LAND CO., INC.  
Drawer E  
Rancho Mirage, Calif.

DIAMOND BROOCH & CASH TO \$4500, for down payment on clean, well located P. S. or Palm Desert 2-bedroom home. Write description and location. I will be in Palm Springs in 10 days to inspect. Write Desert Sun, Box 190, File N-10.

**Business Rentals**

38

FINE single and double offices available in Modern centrally located Business Building at \$60 and \$100 per month. HAROLD HICKS, Phone 2736, 813 N. Palm Canyon Drive.

NEW office and living quarters, on Indian Avenue. See Dave. 326 N. Indian.

**Rooms For Rent**

40

Something New in Our Village

38-Room Women's Lodge, a few vacancies. 34-room Men's Lodge, just opened. A number of rooms available. Swimming pool going in.

Apply—Clara Bee Lodge  
300 E. Ramon, Ph. 2505

CHAUFFEURS, house boys, butlers. Single rooms, reasonable. El Mirador Garage  
1090 N. Palm Canyon

FOR 1 or 2 gentlemen. Private bath and entrance. Nice, clean, modern, reasonable. Close in. 354 No. Calle Santa Rosa.

ROOM for 1 or 2, elegantly furnished, new house, center of town. Phone 3029.

QUIET, cozy room and bath in lovely home. \$52.50 monthly. \$20 weekly. Call 5697.

LOVELY sunny room, private bath and entrance. 291 Athel St. Tel. 4588.

NICE, quiet room, outside entrance. Reasonable. Phone 4834.

FURNISHED room, private bath and entrance. 595 Calle Palo Fierro. Ph. 4851.

LARGE, elaborate room, private entrance, gorgeously furnished. Near El Mirador. Ph. 4439.

**For Sale or Rent**

41

LOVELY furnished cottage, beautifully landscaped. Call 8-3361.

**APARTMENTS FOR RENT**

33

SPACIOUS 3-room apartment. Beautifully furnished, gas heated, air cooled, private pool and patio. 970 Parocela Place. We BUY, SELL AND TRADE

**APARTMENTS FOR RENT**

36

FURNISHED. Fireplace, air-conditioned, swimming pool. Month or year. Ph. 8-3281 or 7129.

2-BEDROOM furnished apartment, \$70 per month. \$55 month after June 1st. Adults only. 100 Radio Rd. Ph. 7654.

FURNISHED studio apartment seasonal or yearly. 1419 San Jacinto Way. Phone 5178.

2-ROOM and kitchenette, furnished. \$85 month, \$60 yearly. Private patio. Ph. 6338.

FURNISHED apartments and rooms. Day, week, month, season. 954 E. Ramon Rd. Ph. 3013.

APARTMENT, fully equipped kitchen. Granada Hotel, 259 No. Indian Ave. Ph. 9021.

WILL share home with single lady or lady with child. Ph. 6239.

\$15 A WEEK up. Rooms and apartments, walking distance. Ph. 3029.

**Houses for Rent**

46

WELL located 2-bedroom, 2-bath home, nicely furnished. Walled, fenced yard. Will rent by month or on yearly lease with option to buy.

**John W. Williams**

423 N. Palm Canyon Dr. Ph. 3311

LOVELY stucco home furnished. \$70 monthly by the year. Small modern motel unit furnished. \$65 month. De Luxe hotel room. \$50 month. All at El Rancho Grande Court (Free Phone use and TV. Call 8-3251. Office at Desert Realty Co., 615 Broadway, Cathedral City.

NICELY furnished 2-bedroom home. 2 baths, 2 fireplaces. \$115 on year's lease. \$165 month for 3 months. Also 1 bedroom furnished house, fireplace, \$75 on year's lease. Ph. 6831 or 6264.

COMPLETELY furnished de luxe modern 2-bedroom duplex. Dishes, linens, etc. Children and pets allowed. Will lease 3 mos. to 1 year. 4-5695. Deglect Noor, Apt. 1, Indio.

DELIGHTFUL, modern 3-room furnished bungalow; fireplace. \$75 on year's lease. Call 6831 or 6264. Keys at 2002 Barona and Anza Trail. 5-room home available also.

NEW, elegant furnished home, for 2 or 4. Patio, garbage disposal, air-cooled. Near Mayfair. Only \$75 in \$10 month. Phone 3029 or 2752.

2-BEDROOM house nicely furnished, close in. Available now. \$175 month—March, April, May. Reduced summer rates. Phone 3577.

FOR RENT—Guest house completely furnished. Utilities included. \$50 per month. Call evenings between 8 & 9. Palm Springs 6673.

BEAUTIFUL furnished house with pool, 3 bedrooms, 2 baths, garage, in exclusive district. \$750 per month. Phone 2182.

UNFURNISHED 3-bedroom house. Close in. \$125 month. Ph. 2182.

3 BEDROOMS, completely furnished. 1 month \$300—3 months \$600. Ph. 6138.

2 BEDROOMS, furnished. \$200 month for 3 months or \$1200 yearly. Good area. Ph. 6921.

**Trailer Rentals**

49

TRAILER FOR RENT  
PHONE 9091

**Household Goods**

50

**WAREHOUSE FURNITURE SALE**

LIQUIDATION FOR CASH  
No reasonable offer refused  
Come Prepared to Buy!

OCCASIONAL tables from \$2.95. Occasional chairs from \$12.95. Child's chairs from \$9.95. Platform rockers from \$29.95. Roll-away utility beds from \$22.95. Folding beds complete with mattress. \$14.95. Storable kitchen cabinets. \$17.95. Chrome dietetic groups from \$19.95. Living room and sectional groups. \$79.50. Bedroom groups from \$99.50. Pictures, mirrors, daybeds, divans, bars, pillows, hampers, metal tables. Many other items too numerous to mention at prices you can't afford to miss!

**Maher Furniture**

NORTH PALM SPRINGS  
Indian Ave. towards D.H.S.  
PHONE D.H.S. 156

NEW AND USED FURNITURE  
New—Modern Furniture  
STUDIO Couches, dinettes, box springs, mattresses, tables, chairs, platform rockers, loon, fiber, and linoleum rugs, assorted colors and sizes. Coffee tables, end tables, lamps, roll-away beds, gas ranges and electric refrigerators.

UNPAINTED FURNITURE  
Complete line—We finish  
CHINESE PEEL FURNITURE.  
BABY FURNITURE.  
PATIO FURNITURE.  
STA-COAT rubberized oil base paints.

USED FURNITURE.  
Most Anything Available  
SAVE MONEY AT  
RAMON TRADING POST  
Corner Ramon & Sunrise Way  
Ph. 2173

**APARTMENTS FOR RENT**

43

SPACIOUS 3-room apartment. Beautifully furnished, gas heated, air cooled, private pool and patio. 970 Parocela Place. We BUY, SELL AND TRADE

**Household Goods**

50

LARGE Norge refrigerator in good condition, deep freeze across top, \$160. 595 Calle Palo Fierro. Ph. 4851.

REFRIGERATOR, medium size, \$65. Come and pick up, 1145 Tachevah Dr.

**Trailers For Sale**

51

AIRSTREAM—ANGELES ROLLAWAY  
Special discount for cash sales on all 33' trailers  
ALSO GOOD used trailers  
AUTO TRAILER EXCHANGE INC.  
1065 E. Ramsey — Banning  
70-272 Hiway 111, Cathedral City.

1952 KIT REGAL-IMPERIAL, 35 ft. Coach Home. Never on road, housed under Ramada, condition like new. Bargain. Apply Ramada No. 5, Sky Ridge Park, Cathedral City.

TERRA-CRAFT 24-ft. trailer coach, includes toilet, shower, sleeps 4. Special at only \$2295. PAVNYS, 1001 So. Palm Canyon Dr.

17 FT. TRAILER, brakes, propane tank and range, large nook—\$450. Want smaller trailer. 17371 Keith St., North Palm Springs.

1952 NEW MOON 40 ft., 2 bedrooms, thermostat, wall to wall carpet, garbage disposal, like new, \$4500. Ph. Ontario 62-8102 after 5:30 p. m. weekdays.

12 FT. TRAILER home, for 1 small person, furnished patio. Butane, cooler, icebox. Complete \$275. Trailer only, \$250. 174 No. Indian. Phone 9013.

RAMADA & Trailer, like new. Attractively furnished, best location. See Guy Cochran. Rancho Trailer Park.

WANTED — EXPERIENCED salesman. Apply in person to PAVNYS, 1001 So. Palm Canyon Dr.

ALUMINUM 25 ft., twin beds, electric hot water heater, electric refrigerator, slimp dolly, Stum, Tramview Trailer Park.

49 AVALON, 16 ft., good condition. Reasonable. T. Zubble, Mineral Trailer Park.

NATIONAL TRAILER, fully equipped, good condition, \$1250. Corral Trailer Park.

**Trailers Wanted**

52

HOUSE TRAILERS WANTED—All sizes. Cash buyers waiting. See PAVNYS, 1001 So. Palm Canyon Dr.

TRAILER wanted, 16 ft. or larger, for cash. Call after 5 p. m. 8-3731. Dave's Trailer Park.

**Trailer Space**

53

KOZY TRAILER LODGE  
TILE showers, patio, lawn. Modern connections. Awarded Gold Star—T.C.M.A. \$10 per month and up. 525 Palm Ave., Beaumont, Ph. 2442.

80-UNIT Trailer Park, store building for lease to experienced, responsible party. \$2500 required. P. O. Box 317, Cathedral City.

CLEAN PARK. Sewer connections, recreation hall, shuffleboard, TV, \$25 month. Adults only. Dave's Trailer Park Cathedral City.

**Building Supplies**

59

**OWNER-BUILDER**

WE FEATURE THE BEST IN BUILDERS HARDWARE including  
Stanley Hardware  
Stanley Tools  
Hillman's Fixtures  
Fulton Paints  
Fulcolor Rubber Base Paint

**PALM SPRINGS BUILDERS SUPPLY**

Since 1924  
490 Sunny Dunes Rd. Ph. 2107

**BUILDING SUPPLIES**

"To meet your every need"  
DILL LUMBER CO.  
GUY R. KREMER, Mgr.  
679 So. Palm Canyon Dr.  
2758—Phone—2759  
Open Saturdays until noon

**Miscellaneous For Sale**

60

FOR complete horse equipment and Western wear, Stetson hats, Justin boots, etc. See GEO. RASMUSSEN now located at Rogers Ranch, formerly called "The Stables," Palm Springs, Ph. 2-6811.

NEW lawnlight lighter, chrome tubular frame, nylon webbing. Cost \$55. Sell for \$27.50. 2275 Smoke Wood Ave.

WOOD for sale. Fireplace apricot 26 cord, also almond wood, \$32.50. 467 E. Hoffer St. Ph. Banning 3454.

RELAXACISOR—perfect condition. Edy Story, Rancho Trailer Park, Lot D17.

PORTABLE. White electric sewing machine, with attachments. Phone 2185.

WANTED  
GIRL'S 24" BICYCLE  
Phone 4181

**ADDITIONAL CLASSIFIED ADS ON PAGE 6**



(CONTINUED FROM PAGE 5)

#### Miscellaneous For Sale 60

TRUNKS, Gladstone bag, suitcases, wardrobe pieces, cheap. Ph. 4910.

#### Wants of All Kinds 62

WANT to buy used Western saddle, top price paid. Also want to buy used Revolver, any kind. Geo. Rasmussen, 1600 Chia Road at Rogers Ranch. Ph. 2681.

#### Pets-Poultry-Livestock 65

TINY A.K.C. Chihuahua pups, \$50 up. E. V. Smith, 510 No. Tamarind, Fontana, Calif.

2 BEAUTIFUL SIAMESE cats, under 1 year, 1189 Tamarisk Rd. Phone 4353.

#### Nurseries 66

CLIMBING ROSES IN MANY COLORS BLOOMING NOW! It is time to plant Petunias and Zinnias for early bloom.

There is always a good buy at

The LITTLE GRASS SHACK NURSERY, Highway 111 at Oasis Street, Indio.

WE GIVE S & H GREEN TRADING STAMPS. Telephone 7-3749.

#### Used Cars For Sale 70

1953 MERCURY club coupe, Monterey, 2-tone tan and black. Just purchased. Sacrifice. J. R. Mollhagen, Sunny Cove Trailer Park, Cathedral City.

OLDSMOBILE '52—98—4-door, radio and heater, power steering, 5000 miles, many extras. Private party. Apt. 3, 258 So. Belardo Rd.

1952 BUICK Roadmaster Riviera, Dynaflo, power steering, heater, radio, 1200 miles—\$2900. See Guy Cochran, Rancho Traylor Park.

1948 PRACTICALLY new Pontiac Station wagon, perfect condition, \$1395. Private party. Ph. 5466. Dr. Catherwood or see at 1478 No. Palm Canyon Dr.

1941 DODGE 4-door sedan. Original black finish, completely overhauled, good tires, '53 license. Special \$385, terms, 736 Broadway, Cathedral City.

PROSPECTORS Special '42 Dodge, 4-wheel drive carryall, \$400. Roy Jeffers, Box 150, White-water, Calif.

'51 FORD de luxe sedan, low mileage, radio, spotlight, over-drive, perfect condition. Local owner. Ph. 2424.

#### Used Cars For Sale 70

#### Everyone Who Drives, Drives a Used Car

For the Cream of the Crop With a Written Guarantee That Really Counts Try to Match This One!

1950 OLDSMOBILE 2-DOOR SEDAN

Heater, Hydramatic

\$200 Under Market OUR SALE PRICE

\$1795 Plus Sales Tax and License

For Many More Bargains Like This From

1938 to 1952 Models SEE

Stack Chevrolet

330 E. Sunny Dunes PHONE 2042 - 2043

"The Best Deal Under the Sun"

1948 PONTIAC station wagon. 8 cylinder, radio and heater, excellent condition throughout. Private party. \$1100. Ph. 4320.

1938 OLDS 6 Sedan. Runs good. \$75. 925 Radio Rd., Apartment 5.

ANTIQUE '25 CADILLAC VS. '30 Packard, good shape. Make offer. Ph. Jana, 3547.

#### Used Cars For Sale 70

SEE OUR EXCEPTIONALLY Clean Used Cars Before You Buy PLAZA MOTORS

IN THE PLAZA PHONE 5122

MUST SELL '41 CADILLAC sedan, excellent condition. Asking \$495. Best offer takes. "Flanagan" Harold's Union Station. Ph. 7497.

1951 CHRYSLER Windsor De Luxe two-tone. Beautiful and perfect. \$2345. Ph. 2867.

FORD 6—1948. Super De Luxe 2-door, one owner. Very clean. 1971 San Lucas Dr.

Automobile Service 72

Stack Chevrolet Complete Auto Service Mechanical — Body Work Lubrication — Wash & Polish Genuine Chevrolet Parts

Stack Chevrolet

330 Sunny Dunes Road FREE PICK-UP & DELIVERY CAR SERVICE

SALES ROOM OPEN MONDAY THRU SATURDAY 8 A.M. TO 9 P.M. AND SUNDAY UNTIL NOON

JOHN A. LITTLETON DESOTO AND PLYMOUTH DEALERS

682 S. PALM CANYON DR. Phone 7022 REPAIR WORK DONE ON ALL MAKES OF CARS

QUICK SERVICE 4 MECHANICS ON DUTY AT ALL TIMES OPEN FROM 8 A.M. TO 6 P.M.

U-DRIVE CARS FOR RENT Day or Week HERTZ Drive-Yourself System 182 E. Arenas Rd. Phone 5122

U-DRIVE CARS For rent—Day or Week Tanner's—El Mirador Garage Phone 2111

#### Browns to Meet Rainiers Today and Sunday Here

It's the St. Louis Browns again today and Sunday at the Polo Grounds.

Before the series is over, local fans will have had an opportunity to see all of the American League St. Louis club in action here. Five regulars were in the line-up last Sunday, five or six more will be here this afternoon and the entire squad here Sunday.

The games will start at 2 p. m. at the Polo Grounds. Saturday afternoon the Los

#### Not Stolen Just Lonesome Ride, Police Find

Police were on the alert for a stolen car for 30 minutes early Monday morning before Officer James Clarkson found the vehicle two blocks away where it had rolled from its parked position.

Mrs. Jeanne Bentley, 1363 East Ramon road, reported the theft at 1:33 a. m. Monday, when she found the car missing from where she had parked it at 596 South Indian avenue 20 minutes earlier.

Officer Clarkson, checking over the area, found the vehicle in front of 303 East Camino Parocela.

Legal Notices 75

CERTIFICATE OF AN INDIVIDUAL DOING BUSINESS UNDER A FICTITIOUS NAME

STATE OF CALIFORNIA COUNTY OF RIVERSIDE

I hereby certify that I am transacting business in the State of California at 444 North Palm Canyon Drive, City of Palm Springs, County of Riverside, under the name and style of

STREBE T.V. SALES Warren Frederick Strebe 423 Cule San Raphael Palm Springs, California WARREN FREDERICK STREBE.

STATE OF CALIFORNIA COUNTY OF RIVERSIDE

On the 27th day of February, 1953, before me personally appeared WARREN FREDERICK STREBE known to me to be the person whose name is subscribed to the foregoing instrument and he acknowledged to me that he executed the same.

Witness my hand and seal this 27th day of February, 1953. JEROME J. BUNKER, Notary Public in and for the County of Riverside, State of California. Sun: Mar. 5, 12, 19, 26.

#### The Desert Sun—6d PALM SPRINGS, CALIFORNIA and PALM SPRINGS NEWS Thursday, March 12, 1953

Angelo Angels are scheduled to meet the Rainiers here.

Last Sunday's crowd of 968 paid fans was the second largest to attend a ball game at the Polo Grounds. The largest gathering was present when Seattle first started training here and the New York Giants inaugurated the park.

#### Cravys, Market in Post-Season Game Friday

Fourth annual City Recreation League post-season basketball tournament will start Friday night, March 13, at the high school gym, with Cravys' league champions, meeting second place

Village Market. Game time is 8 p. m. Royal Aces will meet Mhoon and Mhoon Tuesday night, and the two winners will play for the championship trophy on Thursday night, March 17. The public is invited to attend the game. Admission is free.

#### Shuffleboard C1p to Oasis Team

Shuffleboard tournament finals for the Desert Inn trophy were held between the Oasis and the Desert Inn Saturday morning.

Players on the Desert Inn team included Carl Spitzer of Toledo, Ohio; Dr. J. A. Campbell, Los Angeles; N. J. Hooper of Johnstown, Pennsylvania; and W. J. Gallon of Plandome, Long Island, and though these men played a fast game, the Oasis team consisting of Mrs. Dewey Metzdorf of Seattle, Mrs. R. K. Watkins from Portland, Oregon, Mrs.

Jack Schlendorf of Cleveland, a regular Winter visitor at the Inn, will have a place of honor on the Oasis mantelpiece for a year—until the next Desert Inn trophy tournament, when the Desert Inn will try to win it back.

Palm Springs Only Exclusive Prescription Pharmacy  
Hospital Supplies, Wheel Chairs, Crutches, Hospital Beds, Invalid Walkers, Oxygen, etc. for rent or sale.  
COMPLETE LINE OF TOILETRIES  
PROFESSIONAL PHARMACY  
1080 N. PALM CANYON DR. Phones 9090 -- 2741

AVAILABLE NOW!  
HOTEL HACIENDA  
Available On LONG TERM LEASE  
Located In One of Mexico's Most Beautiful Regions At  
TAXCO GRO — MEXICO'S FAMOUS SILVER CITY  
Excellent Opportunity For The American Who Wishes To Live In Mexico  
WRITE W. C. COMEE LAFAYETTE 135 MEXICO, D. F.

you'd be on your head too, if you'd visit the ...  
WHITE SUN  
Gay—Unusual—Informal Western Hospitality  
from \$9.00 — AMERICAN PLAN  
Box 400, Palm Springs, Calif. Palm Desert 76-2611

# WE HAVE BEEN STRUCK

Message to customers, employees, owners of California Electric Power Company and Interstate Telegraph Company.

The Union has told 650 of our employees to walk off their jobs and strike. The order was effective at 8 A.M. on March 10.

We will do everything possible to maintain electric and phone service for your home, industry, business, farm, hospital and vital military installations. We would not be carrying out our obligation to you, though, if we did not warn you it may be difficult to continue normal service.

This strike is the first major strike against our companies in their 49-year history. It was called by union leaders who, for reasons best known to them, ignored facts. These facts are that our wage increase offer would give our employees higher pay than the average now being paid by other privately-owned public utilities throughout the entire United States.

HERE IS AN EXAMPLE SHOWING A COMPARISON OF PER HOUR WAGES FOR ELECTRIC LINEMEN:

Our Present Scale	\$2.225
Union Demand	\$2.475
National Average	\$2.150
Our Offer	\$2.335

These figures show how the Union demand is completely out of line with economic reality. It irresponsibly ignores a threefold responsibility.

Thousands of people who rely on us for service. Our employees themselves. ("Our ability to maintain good service and sound financial health is tremendously important to them.")

The 12,000 men, women and children who own the companies. ("They have put their savings into our business and they are entitled to fair treatment.")

Our responsibilities to these three group must be kept in constant balance. If one of them takes more than his fair share, the balance is upset. An unjustified wage increase could mean increased rates to our customers.

CALIFORNIA ELECTRIC POWER COMPANY and Interstate Telegraph Company will attempt to continue a sound business enterprise which provides good service at reasonable costs. We will do this in the interests of our customers, all of our employees and our owners — in spite of the union leaders.

..... "from Wasteland to Wonderland!"

ONLY 3 HOURS from L.A.

Drive 12 Miles Beyond Palm Springs

on Highway 111. Shadow Mountain Estates at Palm Desert are midway between Palm Springs and the fabulous date gardens to the East, and nestle in a protected cove surrounded by the Santa Rosa Mountains which form a "Golden Horseshoe."

"In a class all its own."  
"Far surpassing anything on the desert."  
"Peer of them all."

— this is what you hear again and again about

## Shadow Mountain Estates

Most beautiful and fastest growing desert playground in the Palm Springs area. Yes, before you buy any place on the desert... COMPARE!... and you, too, will decide... and BUY NOW!... in Shadow Mountain Estates, while prices are still very reasonable. Why be satisfied with less than the best?

Beautiful Wide Frontage VIEW HOMESITES FROM \$1095 EASY TERMS

Wm. KARL LOWE & ASSOCIATES  
Exclusive Sales Agents for SHADOW MOUNTAIN ESTATES

Home of Fabulous SHADOW MOUNTAIN CLUB

SALES HEADQUARTERS

When entering Palm Desert follow the BIG Yellow signs to Sales Headquarters on Highway 111 in center of Palm Desert.

— or stop in at Sales Office in Shadow Mountain Club.



# The Desert Sun

and PALM SPRINGS NEWS

Page One-E

Palm Springs, California, Thursday, March 12, 1953

Fifth Section



With Hildy Crawford



Sun, sand and stars (celestial and Hollywood) . . . in a magical combination have made the Village . . . America's foremost desert resort . . . For many of the visitors who flock here from all over the world . . . it is a never-never land . . . of never worry . . . never work . . . and for them has been created a fabulous playground . . . offering every type of sport, luxury and sophisticated entertainment . . . Nevertheless, the private party continues to be a major item . . . in Village social news . . .

One of the most unique of the season . . . was the bon voyage party for Bing Crosby, who with his son Lindsay, leaves March 21 for Paris . . . The party which was held in the South Pacific Room at El Mirador Tuesday night . . . and given the full Hawaiian treatment . . . was hosted by Ray Ryan, assisted by Trav Rogers and Pete Pettito . . . and the guest list was starred with Hollywood names . . . including the Bill Gargans, Claude Valeurs, Jack Kenastons, Jack Bennys, Buddy Fogelsons (Greer Garson), Bill Powells, William Perlbergs, Ed Houghtons, George Strebbs, Tom Mays, James Haris, Edward Barretts, Phil Harris and Alice Faye, Edgar Kaufman, the William Groves, George Offners, Bob Kenastons (Billie Dove), Morrie Smiths, Olen Sharpes Johnny Boyles . . . and Gussie Moran with Eddie Hand, E. Roy Fitzgerald, Janet Essroger, Dorothy Gray, George Allen and George Cameron . . . A four-foot floral replica of the ship Ring is sailing on the Queen Eliza . . . both dominated the canape table . . . In addition to the Hawaiian Serenaders . . . Gene Autrey's Cass County Boys played before dinner . . . Quite a few of the guests were in costumes . . . which were accented by the fat carnation leis and big straw hats . . . Dorothy Gray was svelte-looking in a handsome Chinese gown . . . It was quite a party . . . with everyone saying . . . "Bon Voyage, Bing . . . hurry back!" . . .

be with the Ballet Russe . . . Edith Eddy Ward was at the Ball . . . and looking very lovely . . . Lee Wenzlick (she used to be William Randolph Hearst's personal photographer) was shooting pictures . . . It was a marvelous party . . . and everyone had fun . . .

## Hawaiian Luau

Honoring the George Barretts (recently returned from Chicago) . . . and a group of visiting Chicagoans . . . Mr. and Mrs. James Dunham hosted about 29 guests at an Hawaiian luau Friday evening . . . at their home at 1905 Camino Norte . . . The guests wore Hawaiian costumes and leis . . . A huge bowl of tropical fruits centered the table which was covered with fan palm leaves . . . with bird of paradise flowers . . . Waltah Clarke beat a native drum . . . and Johnny Boyle sang Hawaiian songs . . . so that there was an evening of music and dancing . . . after the feast . . . Among the guests were Messrs. and Mmes. Earl Cordrey, Thomas Fleming, James Hammond . . . and Chicagoans . . . the Richard Snidemanns, Packy Dees, Mrs. Frank Bering, Mrs. Marshall Hayward and Mr. Donald Bowey . . .

Dr. and Mrs. Henry Dollard will entertain about 32 guests . . . at a cocktail buffet . . . at their home on the Wonder Palms road . . . tomorrow evening . . . honoring their houseguests Mr. and Mrs. Uri B. Grannis of Lake Forest, Illinois . . . Mr. and Mrs. Grannis arrived Tuesday from Rancho Santa Fe and will be here for a week . . .

From Toronto, Canada . . . Mr. and Mrs. W. A. G. Kelley and Mrs. P. D. McAvigay . . . are spending the month of March with Mr. and Mrs. William Bin- See AROUND TOWN, Page 5

## Saturday Night

It was a gay Saturday night at the Racquet club . . . with one of their spontaneous, everybody-in-the-act fun fests . . . Mr. Francis H. I. Brown (whose family were the original owners of Pearl Harbor) was there in a large dinner party . . . which included the Charles Farrells, Janet Folsom of Pebble Beach, Janet Thompson of Beverly Hills, Charles K. L. Davis, Kate Watt, Winona Brown (probably one of the greatest Hawaiian dancers, and I understand the beautiful Island song "Hula Hands" was written for her) . . . and others . . . In compliment to their fellow Islanders Mr. Brown and Miss Love . . . George Kainapau and the Hawaiian Serenaders went over from El Mirador to serenade him . . . Miss Love (she's from Monterey) danced several beautiful hulas . . . The party went on from there . . . Alice Faye and Phil Harris . . . who were in another party danced and sang . . . Phil Regan sang and there were several other extemporaneous performances . . . all adding up to a festive evening . . .

There will be a Netcher reunion at the Racquet club today . . . The Townsend Netchers, who arrived earlier in the week . . . will be joined by the Irving Netchers (she is Rosie Dolly of the Dolly Sisters) . . .

The Winthrop Gardiners (she is Ice Star Sonja Henie) checked in at the Racquet club Monday for a couple of days of sunshine . . . as Sonja made the most of a break between shows . . .

## Shadow Ball

Tall black and white tapers and a profusion of gardenias . . . decorated the dinner tables at Shadow Mountain club . . . for the formal Shadow Ball . . . White jacketed men and women in beautiful evening gowns added to the gala scene . . . Hearing Jimmy Alexander sing "Oh, What A Beautiful Morning" and the other haunting songs from "Oklahoma" . . . should have been enough for one evening . . . but, there was more . . . St. Patrick's Day was celebrated early for me . . . when Phil Regan, who was a dinner guest, was persuaded to sing "When Irish Eyes Are Smiling" . . . It made a memorable evening . . . Jimmy Alexander, who is from my home state of Indiana, told me he has fallen in love with Palm Desert . . . and plans to have a home there . . . Erskine Johnson (noted columnist) stopped by our table to talk with Alexander . . . and they were discussing Phil Regan . . . and marvelling at how he looks as young as he did 10 years ago . . . Our host, Cliff Henderson, was being most attentive to his dark-eyed dinner companion, attractive Mrs. Jane Spitzer . . . Earl Hupp was dancing with his five and a half year old daughter Susan . . . and later with his very attractive, brunette wife . . . She used to

## First Visit Here Proves Active One

Although Mrs. Walter Beh is in Palm Springs on her first visit she is having reunions with friends from her home state, New York, and is being entertained by other Winter colonists. She and Aileen Hagerty, a newspaper woman who spent last Winter in the Village, are staying at the Ambassador hotel. They were honor guests at a cocktail party given recently by Mrs. Edward (Sally) Tworger, in her Smoke Tree Ranch home, followed by dinner and square dancing in the Ranch House.

Mrs. Tworger was formerly a neighbor of the Behs on Long Island and she and Marge Beh are fellow members of the Meadowbrook Hunt. The three have been on supper and breakfast rides with the Desert Riders, and also joined Smoke Tree equestrians on cross country rides.

The visitors also were guests of Mrs. Edward Bacon when she gave a luncheon Sunday at the Racquet club for Mr. and Mrs. Mario Di Grazia of San Francisco.

Mrs. Beh and Miss Hagerty will go to Hollywood this weekend and spend a few days at the Knickerbocker hotel before they motor up the coast to Walnut Creek.

## Social-Club Calendar

(Clubs and organizations are invited to send in meeting dates for calendar listing.)

March 12—OFSta club, Masonic Temple, 7:30 p. m. Lions' Tennis Club, noon.

March 13—Desert Card Party, Woman's clubhouse, 1 p. m.

March 14—Rags by Bess Bender show, Hotel the Oasis, 12:30. St. Patrick's Preview Party, Shadow Mountain club.

March 15—Water Exhibition, Desert Inn, 11 a. m.

March 17—Don Loper show, Racquet club, 12:30 p. m. Soroptimists, dark.

March 18—Kiwanis, Tennis club, noon.

March 18—Frances Stevens Mothers Group, 2:30 p. m.

## Woman's Club Plans for Card Party Mar. 17

A dessert luncheon and St. Patrick's Day card party will be held at the Woman's clubhouse on March 13 at 1 p. m.

Bridge and canasta will be played during the afternoon, and there will be Irish jigs by a student of the Trixie Jarrett school of dancing.

Hostesses will be members of the telephone committee, Mmes. Herschel Mosley, Kathleen Morris, John Munholland, David H. King, Verna Clarke, J. J. Follansbee, Belle Hager, R. A. Piers, Howard J. Stewart and Miss Dorothy Higgins.

## Cahuilla PTA to Stage Coffee Hour and Show

Something new will be the morning coffee and fashion show for Cahuilla PTA on St. Patrick's Day. The meeting will be at the school at 9:30 a. m.

Mrs. Sidney O. Noles Jr., PTA president, said that the unique program will include a showing of home fashions and a talk by Caroline Leonetti, of the School of Charm, Caroline Leonetti, Ltd.

All Masons should make the proper contact for admission, with the deadline for securing tickets, March 13.

## Spring Party to be Staged

Plans for a Spring Carnival in April will be discussed next Wednesday, March 18, when the Frances Stevens Mothers Group meets at the school cafeteria at 2:30 p. m.

A nominating committee, to present a slate of officers for next year will be named at this meeting.

Mrs. Maybelle Holditch, president, will preside at the business session. Mrs. Hilda Fredrickson is in charge of the tea committee.

All parents of children enrolled in the Frances Stevens school are invited to attend.

## New Masonic Lodge Planned

The Worshipful Grand Master Warren of the State of California will institute the new Masonic lodge for Yucaipa at the Masonic lodge in Redlands on Monday evening, March 16.

Following a dinner, officers of the new lodge will be installed, with Bill McGaughey as the Worshipful Master.

All Masons should make the proper contact for admission, with the deadline for securing tickets, March 13.



(Anderson Photo) WAY OUT WEST — Bathing beauties, western style, modeled Catalina Swim suits at the poolside fashion show at El Mirador Sunday afternoon. Cleverly emceeing the show, using western terminology, was Frank Bogert of Thunderbird, who is shown

here with pretty little Jean Finlayson (she teaches calisthenics at El Mirador). Preccious, little three-year-old Sherry Vaughn Alchian stole the show. The other two girls are top, professional models, imported for the show. A diving show and water races, directed by Carl Schroeder, followed the bathing beauty parade.

## Del Tahquitz Open House this Evening

Palm Springs' biggest host, Jimmie Uhlmann, owner of the Del Tahquitz hotel, announced today that open house will be held this evening from 7 to 8:30 in the Redwood Room of the hotel. Buffet, dancing and cocktails will all be furnished by the hotel with the popular Jeannie Green Trio playing for the dancing.

## Many Guests Enjoy Poolside Cocktails

The Desert Inn's weekly cocktail party was held Saturday night at the poolside lanai under a warm and starry sky. The scent of lemon blossoms made it a real Spring evening, a perfect setting for cocktails in Palm Springs.

Among guests enjoying themselves were: Mr. and Mrs. Howard K. Williams of Cleveland; Mr. and Mrs. J. L. Welsh of Omaha, Nebraska; Mr. and Mrs. Frank Coll of Los Angeles; Mr. and Mrs. P. D. Holback of Beverly Hills; and Mr. and Mrs. Norman Harris of Pasadena.

## Palm Desert BPW Club Organized

The Palm Desert Business and Professional Women's club held its Charter Presentation and installation luncheon at El Mirador on March 8. The hostess club was Coachella Valley BPW, and there were 146 attending.

The presentation of the charter was made by Mrs. Ivy Grace, State president, and Miss Eva Bemis, Past Southern District President, initiated the new

members. Miss Emma Lou Peters, Southern District President, installed the following officers for the Palm Desert club: Myrtle Shepard, president; Lorna Hunter, first vice president; Willie Giesel, corresponding secretary, and Elizabeth Hollenbeck, recording secretary.

The Carmen Miranda dancers from Riverside high and soloist Suzie Allbright were on the program.

Weekend Guests The Alan Morgans of Brentwood will be weekend houseguests at the home of Mr. and Mrs. Edwin Fallgren, 565 Santa Rosa.



## HOWARD MANOR

572 N. INDIAN AVE., PALM SPRINGS, CALIFORNIA • PHONE 2227

## TO WHOM IT MAY CONCERN:

Nasty rumors are going around this town to the effect that Andrea and I know something about the recipe for Howard Manor Roast Long Island Duckling but that we have refused to reveal it to our friends. This is absolutely not true.

Andrea and I appreciate all the compliments and the requests for the recipe for the sauce. But all we know about the duck is that it tastes wonderful.

The recipe is a secret, having been handed down through six generations of Frenchmen. Alex P. Gens, our Chef, simply refuses to discuss the sauce, or what goes into it. What's on the shishkebab, he'll describe. Why he puts capers on top of the broiled salmon, he'll readily explain. But mention the duck sauce, and SACRE BLEU! Alex blows his canopy.

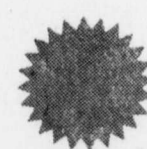
All we can suggest is that you come and try our Roast Long Island Duckling l'orange, with sweet potatoes, and try to figure out the secret yourself.

And if you succeed....let us know, huh?

Cordially,

Robert S. Howard

sworn to and subscribed to before me this 10th day of March, 1953. Mighty fine duck, too.



Sylvester Seal  
Sylvester Seal  
NOTARY

\$1,000.00

## Pony Express Race COWBOY RIDERS

from  
Smoke Tree Ranch...down  
Sunrise Way...  
to the "RANCH"



Gymkhana Calf Roping

HOT DOGS BEER

NO ADMISSION

Sunday, March 15th 1:30 P.M.

# The Ranch

North End of Sunrise Way

Phone 2338



SATURDAY, MARCH 14th

WE'RE MOVING INTO

Our Fabulous New Shop

Opening At 3 p.m. Following  
Our Spring Fashion Show

In the elegant dining room of Hotel the Oasis

We have Proven you can  
LOOK LIKE A MILLION IN



**RAGS FROM**

**BESS BENDER**

**111 S. PALM CANYON DRIVE**

**THE OASIS BUILDING**

Open Saturday from 3 p.m. 'til 9 p.m. - - - - Do Come in and browse around





(Anderson photo)  
**JUST BEAUTIFUL**—The party hosted by Mr. and Mrs. Herbert H. Bascovitz of Chicago in the South Pacific Room at El Mirador Friday night was attended by some of the most beautiful women in the country. Pictured, from left, Anne Rutherford, Anita Louise, the host and hostess and Mrs. Tom May.



(Anderson photo)  
**IN STARLIGHT PATIO**—Over 100 guests were entertained in El Mirador's Starlight Patio Friday night when Mr. and Mrs. Milton H. Callner hosted a cocktail party honoring their houseguests, Mr. and Mrs. Lawrence Joselit of Chicago. The Joselits are on the left, the Callners on the right.

**The Desert Sun**—3<sup>rd</sup> PALM SPRINGS, CALIFORNIA  
and PALM SPRINGS NEWS Thursday, March 12, 1953

## Shadow Mountain Club Gay Scene at Fifth Shadow Ball

Members of the swank Shadow Mountain club, came from all parts of southern California dressed in their party best, to attend the Fifth Annual Shadow Ball Saturday night. The gay occasion was the social highlight of the season for the fashionable club, located in the heart of Palm Desert. The club was festively decorated as a colorful background for the dancing and entertainment.

Colonel Cliff Henderson, as unofficial master of ceremonies, introduced baritone James Alexander, star of "Oklahoma" and other Broadway hits, who scored a sensational triumph when he sang the score of "The Desert Song." Adding immeasurably to the program, Phil Regan was persuaded to sing "Irish Eyes Are Smiling." Other popular entertainers were Soprano Lucille Smith; Concert Pianist Channon Gelsin and accordionist Bob Domino. The music of the Todds, favorites on the desert, held the hundreds who enjoyed the evening, well into the morning.

Among those who made reservations were Dr. and Mrs. Robert M. Woods, Mr. and Mrs. Frank Bireley and Mr. and Mrs. Oscar Trippet of Los Angeles. From the San Fernando Valley, Mr. and Mrs. Carl Squier, Mr. and Mrs. Tom Brown, Mr.

and Mrs. Eddie Shipstad, Mr. and Mrs. Harold (Curley) Parker and Mr. and Mrs. Bernie Williams. Pasadena-ites who entertained included Mr. and Mrs. Arthur C. Stewart and Mr. and Mrs. Bernhard Nyman of La Canada. The Earle Hupps, of Redlands, hosted a large table. Mr. and Mrs. Tommy Tomson, of Pacific Palisades, were a gay host and hostess, as was Colonel Cliff Henderson (a host, that is) of Palm Desert.

Many Palm Desert residents entertained including Dr. and Mrs. Charles B. Alexander, Mr. and Mrs. Ben Cowan, Mr. and Mrs. Fred C. Kreuscher (also of Mt. Kisco, New York), Mr. and Mrs. Samuel D. Moore, Mr. and Mrs. Milton Hasler, Mrs. Lorena Young and Ken Eckhardt. Also Mr. and Mrs. Wesley L. Halbert, Mr. and Mrs. Harold E. Waltz, Mr. and Mrs. William H. Berri, and the Erskine Johnsons.

Others were Mr. and Mrs. C. Robert Powers and Mr. and Mrs. Glenn Gurley of Indio; Mr. and Mrs. Harvey A. Gross of State Line, Nevada; Mr. and Mrs. Henry Sutter of San Diego, Dr. and Mrs. Edward Harvey of Pomona and Mr. and Mrs. J. W. Foran of Bellflower. Mr. and Mrs. C. A. Bettinger, of La Jolla, also entertained with a large dinner party.



(Lee Wenzlick Photo)  
**AT SHADOW BALL**—A table of diners at Shadow Mountain Club's formal Shadow Ball was hosted by Mr. and Mrs. Sam Moore (center couple). On either side of them are Mr. and Mrs. Ed Houghton (he's L.A. Transit and an El Mirador executive). On the left, Mrs. Gershin of Cleveland, Ohio.

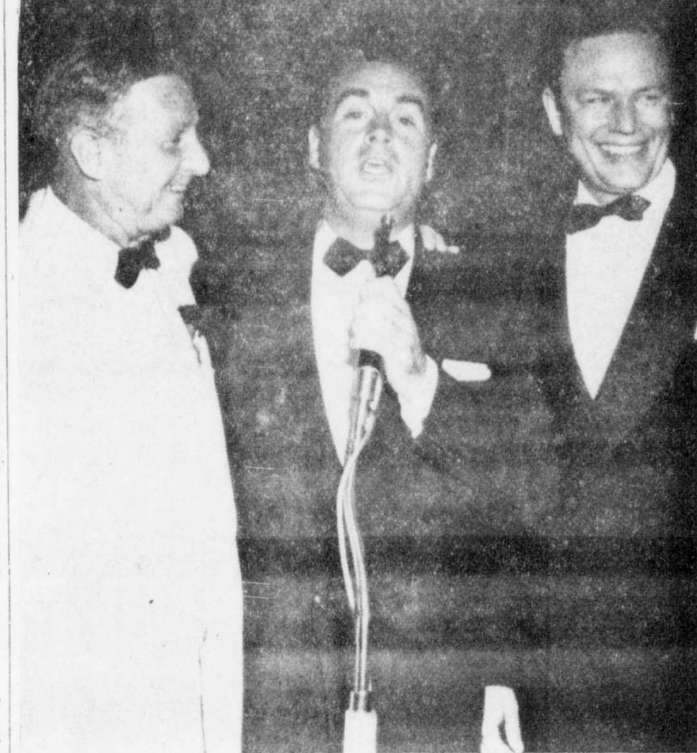
## Mrs. Coffman Again to Head Welfare Group

Mrs. Barbara Coffman will again head the Welfare and Friendly Aid association as the organization goes into the 1953-54 year. Officers for the year are Mrs. Coffman, chairman; Mrs. Virginia Gamble, vice chairman; Mrs. Annette Freeman, treasurer; Miss Deedee Bennett, recording secretary; Mrs. Bea Ewing, corresponding secretary; Mrs. Erna Pollak, Mrs. Ruthyn Woods, Mrs. Dee Williams, Mrs. Ida Hotchkiss, Mrs. Ramona Gibbs, board of directors.

At the annual meeting, reports on the work of 33 volunteer workers of the organization were read and plans for continued activity in the new year mapped.

## Desert Riders in Breakfast Jaunt

The Desert Riders rode to Smoke Tree Flats Tuesday morning, breakfasting two miles south of Smoke Tree Ranch. The beautiful day, appetites sharpened by the ride, Jack Boyer's super breakfast and the western songs of Johnny Boyle made it one of the best rides of the season.



(Lee Wenzlick Photo)  
**TERRIFIC TRIO**—Guests at the Shadow Ball at Shadow Mountain Club enjoyed the singing of James Alexander, star of "Oklahoma" (on right), and some Irish songs by America's favorite Irish singer Phil Regan (center). On left is Cliff Henderson, owner of Shadow Mountain Club.

## Tea Dansant April 4 Planned as Catholic Church Benefit

The annual Catholic benefit for Our Lady of Solitude church in Palm Springs will be a Tea Dansant to be held on Easter Eve, April 4, from five to eight, at the El Mirador hotel.

Mrs. Thomas J. Fleming, general chairman, and her committee are completing arrangements for the gala event. Committee women assisting Mrs. Fleming are: Mrs. John F. Kerston, benefit chairman, in charge of tickets; Mrs. Charles Farrell, entertainment chairman; Mr. Belmont Sanchez, donation chair-

special entertainment she has obtained for the occasion.

The beautifully-designed posters to be seen around town advertising the Tea Dansant, are the work of the well-known artists Blanche Turonnet and Jeanne Cuttes.

Among the women working on the benefit are: Mmes. Val Blatz, Belmont Sanchez, Gerald Weber, William Gargan, Mace Gazda, Thomas M. Holland, Janet Essroger, E. C. Houghton, George Smith, Charles E. Becker, Armand Turonnet, Anna O'Donnell, Robert Howard, F. C. Dougherty, Ernest S. Pagano, Louis Maseau, Harry Dart, Barney Hinkle, Robert Hope, Julia Taurog, Trav Rogers, Jack Wrather and Miss Lynn Emerick.



(Anderson Photo)  
**CHAIRMAN**—Mrs. Thomas J. Fleming, is general chairman for the Tea Dansant to be given by the Catholic Women at El Mirador on April 4.

man, assisted by Mr. Leo Reardon and Mrs. Walter McManus; Miss Teresa Fields, tea chairman, assisted by Mrs. Alice Guthrie and Mrs. Paul Aust; Mrs. William Cody, chairman of Junior hostesses, assisted by Mrs. Jacqueline Cutrer; Mrs. Grace Pope and Mrs. Joseph G. Walker, publicity chairman. There will be many prizes for the Easter Parade and a very special one for the loveliest Easter bonnet.

Dancing around El Mirador's beautiful pool and in the South Pacific Room will be to the music of Eddie Le Baron's orchestra. In addition, there will be two other orchestras, and strolling troubadours around the grounds.

Mrs. Charles Farrell, entertainment chairman, has promised a great surprise in the very

Sam Katz and Wife  
Lone Palm Guests

There are always interesting people to be found at Horace Field's Lone Palm. This weekend Columbia producer Sam Katz and his wife will be guesting there.

Among guests last weekend were Mr. and Mrs. Harry Ritz and Producer Anson Bond.

## Vic Vet says

IF YOU PLAN TO TAKE EDUCATION OR TRAINING UNDER THE KOREA GI BILL AND YOU NEED HELP TO DECIDE WHAT COURSE YOU'RE BEST FITTED FOR, VA WILL BE GLAD TO COUNSEL YOU



## Your Enchanting 'til midnight... filled with the sweet music and songs of the alluring South Sea Islands

While George Kainapau the Songbird of the Islands and his Serenaders entertain you  
**ENJOY**  
The Delicacy of Authentic Cantonese Foods

at Reasonable Prices

### Sample Menu

- |                             |      |
|-----------------------------|------|
| 1. Chicken Chow Mein        | 2.00 |
| 2. Sweet & Sour Spareribs   | 1.75 |
| 3. Green Pea Chow Guk       | 1.75 |
| 4. Chicken Egg Roll         | 1.50 |
| 5. Shrimp or Crab Foo Young | 1.75 |
| 6. Fried Shrimp             | 1.65 |

Above items except No. 1 served with steamed or fried rice.  
**AND MIDNIGHT SNACKS, TOO**



GEORGE KAINAPAU

**Taste One of Pat's Exotic Tropical Concoctions — They're Delightful**

NOTE: The South Pacific Room may be reserved for private parties

**AMPLE FREE PARKING**

Entrance Gate on Via Miraleste In Rear of South Pacific Room



OPEN TO THE PUBLIC

## The Garden Grill and DINING ROOM

OF THE PALM SPRINGS

## BILTMORE

Open 6 P.M. 'til 2 A.M.

SELECT YOUR OWN STEAKS  
WATCH THEM CHARCOAL BROILED

Prime Eastern New York Cut (14-oz.) or Filet Mignon  
large baked Idaho Potato, Tossed Salad — \$5  
Top Sirloin — \$4.00  
Prime Roast Beef — \$4.00

Midnight Revels—Charcoal Broiled Ham with Eggs and other Midnight Favorites

Dancing in the Beautiful Garden Room

to the swaying rhythms of

## The Coasters Trio

TWO BOYS AND A GIRL . . . You'll Really Like Them

At the Piano Bar — Our Popular

**Jeanne Keller**

So — Fisti — Kate of Song

**Complete Buffet Dinner**

Served

**Every Sunday**

in the Garden Room — \$3.50

FOR RESERVATIONS PHONE 2357





(Edward Canby Photo)

**VILLAGE VACATION** — Mrs. S. W. Thorson of Seattle is spending a week at Hotel the Oasis on her way home after attending the inauguration and Mardi Gras.



(Paul Posner photo)

**CHARTER LUNCHEON**—Palm Desert BFW received its charter and installed its officers at a luncheon meeting at El Mirador. Pictured, from left: seated, Millie Giesel, corresponding secretary; Lorna Hunter, vice president; Myrtle Shepard, president; Elizabeth Hollenbeck, recording secretary; standing, Eva Bemis, State president, and other district and State officials. (Story on Page One-E.)



(Anderson Photo)

**NICE TO SEE YOU**—Dinah Shore and Jack Benny (standing) are saying "welcome home" to lovely Greer Garson, who returned last week from the East Coast. With Miss Garson is her husband, Col. Buddy Fogelson. The picture was taken at the Racquet Club.

## Tamarisk Tee Time

By Bobby Tonge, Jr.

Palm Springs becomes the golf center of southern California for the next two weeks with the Tamarisk club starting off the proceedings with their House Warming party Saturday and Sunday.

Members of this exclusive club will invite a guest to play with them, giving them the opportunity to inspect the luxurious new wing of the clubhouse and play the course. The invited guests are expected to be prospective members.

Saturday's play will be a Scotch two-ball foursome with selective drives and alternate shots. Sunday each player will play his own ball. All play will be at handicap. There will be no entry fee for guests.

The club's first class championship will be a 54-hole medal event over the Easter weekend, a round a day starting Friday, April 3. Champions will be determined in four handicap divisions, 0-8, 9-12, 13-16 and 17 plus.

The women's class championship will be played at the same time in two divisions, 0-12 and 13-18. The ladies will play a 36-hole tournament on Saturday and Sunday.

Palm Springs will be the scene of another BIG week of golf starting Monday, April 13 with the Thunderbird club holding a two-day pro-amateur.

On Tuesday Tamarisk will host the nation's leading women golf professionals in cross-country Weatherlane tournament. They will play Tuesday and Wednesday, 36-hole medal.

Among such stars as Babe Didrickson Zaharias, Patty Berg, Louise Suggs and other notables will be a former local star, Beverly Hanson, who formerly played out of Indio and who turned professional after winning the women's national amateur.

Also included in the troupe will be the two Bauer sisters, Alice and Marlene, who started on the road to their golfing fame on our Southland courses. Marlene won many of the Southland's top tournaments at the age of thirteen.

The week will conclude with a \$5000 54-hole pro-amateur at the Tamarisk, starting Friday and concluding Sunday.

Details of the pro-amateur are to be worked out this week when Harry Bassler, Southland P.G.A. president, confers with President M. O. Anderson and club officials.

Jack Benny is recuperating from his recent operation in a big way. He has been improving his golf game week by week. During the past week he has been playing nine holes a day with Mary Livingston and the Tamarisk teaching pro, Stan Kertes.

He tours the course in an electric buggy, and if he decides that the ride was any aid in his carding a three over par 39, look for him to sell the old Maxwell.

Sunday he soared back to a 43 with three sixes on his card. Kertes proved a good inspiration for the comedian, however, firing a five under par 31 and then following up with a pair of three under par 33s.

Jerry Johnson became the second Chicagoan to score a hole in one at the club with an ace on the 205-yard No. 14. It marked the first time this hole had been aced. Asher Levy was the other Chicagoan to make a hole-in-one.

The only other ace scored on the course was Johnny Wood's on No. 5.

Incidentally, Johnson is a member of the Bryn Mawr course where Kertes is the professional.

Bing Crosby should do all right on his trip to England, golfically speaking, of course. He toured the course with Sanford Adler, Charlie Resnick and Dr. Joe Harris in a three over par 75 and had three 3-putt greens.

Incidentally, it was Dr. Harris who brought all the Crosby children into this world. And a story is told that the twins and a losing round of golf to the doctor cost "Der Bingle" a cool \$3000.

Greer Garson and hubby, Buddy Fogelson, visited Ben Hogan's golf shop and before they could get out, Pat Martin, Scorpy Doyle and Kertes had sold them all the golf equipment and clothing needed to start them in on the game. Now, Kertes says they are going to start playing. All we can say is that if they don't, we know the three best salesmen in the nation.

A co-founder's trio hit the fairways Sunday. All anyone could learn of the round from Nathan Ohrbach and Asher Levy was the Producer Eddie Small is a mighty mite a la Ben Hogan.

Small only lives up to his name in height, being 5 feet 2 inches, maybe 2½ inches. After that, Small ain't small according to Ohrbach and Levy. The movie producer hit them with a 43. And he doesn't even get a chance enough to get a handicap. His drives are 220-yard or better down the fairway.

"Pat" Villa, the efficient office manager whom Russell Denney credits with big assists for the successful operation of his office duties, is also the club's social secretary. A more gracious, personable appointment could not have been made.

And around the clubhouse, Jimmy Metz and his wife, Gladys, formerly in at the Wonder Palms, are making the bar a mighty pleasant place to hang around.

## Loper Show March 17th at Racquet Club

The side of the Racquet club's picturesque swimming pool with its backdrop of the towering San Jacinto Mountain range, as well as the indoor dining rooms of the Racquet club will serve as the setting for the Don Loper Fashion show on Tuesday, March 17, St. Patrick's Day.

The showing will feature Loper's latest models of attire for Spring and Summer and is appropriately entitled "Shape of Things for Spring and Summer." The showing will have noted designer Don Loper himself acting as master of ceremonies and, as in seasons past, promises to be the outstanding presentation of fashions in the desert area.

The Racquet club is the setting for only the one fashion show each season.

Reservations may be made by calling the Racquet club. The show is being sponsored this year by the Altar Society of Our Lady of Perpetual Solitude, and proceeds go to that organization. The luncheon tickets are priced at \$5.

The lovely Loper models who present the gowns are among the most outstanding models on the West Coast and their presence plus the wonderful Loper gowns which run a wide range from daytime sports to the most gorgeous of evening attire promises an outstanding afternoon. The luncheon is to start at 12:30.

The management of the Racquet club urges that those planning to attend make their reservations as early as possible.

## Racquet Club Guests Host Gala Party

Donald Stralen of New York and Frank Mandel of Chicago, annual Winter visitors to the Racquet club, were co-hosts Monday evening at a delightful cocktail party given in the Racquet club's Mural Room.

Some sixty guests joined the hosts for the pleasant occasion. Music was played throughout the evening by Teddy Noell's orchestra, with several special numbers being done by Grace Frankel of the Dunes.

Among the many guests gathered about the beautifully appointed hors d'oeuvres table were Mrs. Samuel Nast, mother of Mr. Mandel, Mrs. Stephen Royce with Mr. and Mrs. Townsend Netcher, Mrs. Frank Bering, Mr. and Mrs. James Hart, Mr. and Mrs. Winthrop Gardiner (Sonja Henie), Mr. and Mrs. Edwin Silverman, Mr. and Mrs. Mervyn LeRoy who are again in residence in their Village home, Mrs. Alexander Marcuse, James Morton, Mr. and Mrs. Harold Hicks, Mrs. Dorothy Gray, Mr. and Mrs. Leon Livingston, Captain John Backlund, Mr. and Mrs. A. R. Simons, Mr. and Mrs. Ed Leshin, Miss Gussie Moran, Mrs. Edward Rothbart, Mr. and Mrs. William Powell, Mrs. Irving Florsheim, Mr. and Mrs. Sherman Hull, Mr. and Mrs. Kenneth Schoenfeld, Mrs. Charles Farrell, Miss Marjorie Bond, Mr. Sidney Adelsheim, Mr. Manfred Goldman, Mr. and Mrs. David Gillam.

## Cancer Fund

Now Reported at  
Half-way Mark

American Cancer Society fund drive neared the half-way mark today, with \$1421 of the \$3000 quota received so far. Campaign Chairman Harold Hicks announced.

Villagers are asked to send their contributions to the local chapter as soon as possible.

# Opportunity Awaits You

Find the Desert Home  
you've been wanting in  
today's Real Estate  
columns of the Classified  
Advertising pages!

To Place Your  
Classified Ad . . .  
just dial 2249





(Anderson photo)  
**BON VOYAGE**—A farewell party for Bing Crosby, who with his son, Lindsay, leaves March 21 for Europe, was held in the South Pacific Room at El Mirador Tuesday night. A lot of high-priced talent staged an after dinner show. Bing sang

Jack Benny played the violin; Mousie Powell danced; Phil Harris and Alice Faye entertained. Pictured, from left, Bing and Lindsay, E. Roy Fitzgerald, Mrs. Janet Essroger and Mr. and Mrs. Ray Ryan.

## From Page 1c—MORE ABOUT Around Town

ney Milner of Vancouver and Cathedral City . . .

The Edwin Finleys . . . that international pair who live in Rome and New York . . . and have been stationed all around the world while he pursues the underwriting of insurance . . . have taken a house on the desert . . . it's been dubbed Ft. Knox . . . They are intimate friends of Mr. and Mrs. James French and the foursome dined at the Racquet club the other evening . . . Mrs. French is planning several affairs for the visitors during their month's stay here . . . The Frenches are expecting some interesting houseguests the weekend of March 20 . . . when they will entertain the Kings Men (of the Fibber McGee and Molly show) and their wives . . . the Ben Darbys, John Dodsons, Bud Linn and Rad Robinsons . . . at their home on El Camino . . .

### Playroom Party

The Edward Thrashers of Brentwood (restaurantier who owns Fat Eddie's) . . . newcomers to the Village . . . who have bought the Zimmerman house at 1177 Riverside drive . . . were guests of honor at a party given by Mrs. Sally Smith Friday night . . . About 30 guests gathered for cocktails in the new playroom at the George Cameron residence on San Lorenzo road . . . Among the guests were Messrs. Ernest Pagano, Jack Wrather, Don Castle, Glenn Austin, Owen Churchill, Jack Kenaston, Ray Corliss, Russell Wade, and Mmes. Grace Wade, George Machris, Allie Kane and Jacquelin Cutner . . . Afterward about eight couples dined at Don the Beachcomber . . .

Mr. and Mrs. Elliott Roosevelt . . . who have been spending a short vacation at the Desert Inn . . . were glimpsed at the swimming pool . . . tanning themselves and relaxing after an early-morning tennis game . . .

Dr. Joel Pressman (he's the husband of Claudette Colbert) flew in his own plane Sunday . . . to lunch at the Racquet club with Dr. Artie Goldman, medical director of the City of Hope . . . Dr. Pressman is head of ENT clinic at the City of Hope . . . Also in the luncheon group . . . Mrs. George Machris (who recently gave \$75,000 to the City of Hope to finance the purchase of a Co-

## balit Bomb), Mimi Harris and Joyce Freiberg . . . Denver Hostess

Mrs. Mace Gazda was hostess at a small dinner party . . . in the beautiful Garden Room at the Palm Springs Biltmore Monday evening . . . preceding the annual St. Theresa's card party . . . of which she was general chairman . . . Among the dinner guests were . . . Father W. F. Clavin, Mrs. Don Fry, Mr. and Mrs. Charles Van Ness of Minneapolis who are wintering at Estrella Villa, and the Carl Betchers of Red Wing, Minnesota, who are staying at 787 Mission road . . . The Betchers' son and daughter-in-law, Mr. and Mrs. Charles Betcher, also of Red Wing, left Tuesday . . . after spending a week in the Village . . .

Grace Pope is going East to New York to visit her son and daughter-in-law, Barbara and Alexander Shields . . . She will leave here on April 6 and make the trip by air . . . In New York she will meet her friends Melba Bell and son Fred . . . and they will go to Florida . . . Grace will be motoring West in a new Cadillac . . . She has leased her Palm Springs home to Al and Nellis Hunt . . . that very popular B'Hills couple . . . who will be here until June 6.

## Dutchers Host at Tennis Club Dinner Party

Assembling a group of middle western visitors in Palm Springs, Mr. and Mrs. Bert Dutcher entertained one recent evening in the Tennis club. The hosts are here from Appleton, Wisconsin, and last year purchased a desert home so will remain all season. Their party was given for their son, John Dutcher, of Appleton, and Mr. and Mrs. Sheldon Brooks, Excelsior, Minnesota. Also present were Mr. and Mrs. Ben Fisher, Neenah, Wisconsin; Mr. and Mrs. Harrison Fisher, Palm Desert and Los Angeles; Mr. and Mrs. Frank Gray, Munroe, Minnesota; Mr. and Mrs. Herbert Burns and Mr. and Mrs. Reed Hubbel, of Palm Springs.

### Mr. and Mrs. Spritz Visiting in Village

Mr. and Mrs. Robert Spritz of Los Angeles are visiting in the Village this week. Mr. Spritz is the owner of the Bremwood Shop for men which has the largest clientele of boxers in the city. The Bremwood Shop is a fabulous men's store where literally anything in men's wear can be purchased.

## Publisher of 'Parade' Guest at SM Club

Arthur H. Motley, president and publisher of "Parade," with his charming wife Mrs. Motley, have been vacationing at the Shadow Mountain club in Palm Desert. Motley, who is acknowledged as the greatest salesman in the country, first visited Palm Desert five years ago when Colonel Cliff Henderson opened the club. Today, he said, "Never in my career have I seen such remarkable growth and beauty as in Palm Desert. On my speaking tours throughout the nation, I visit every known resort and I can truthfully say that this place is, without doubt, the outstanding development in the American desert."

Motley recently addressed 7000 people at the Sales Executives meeting at the Shrine Auditorium. He was on the stage for one hour and a half before the applauding group would permit him to depart. Last year, Motley was asked to visit and advise the English government on ways and means to better business. As president of the Sales Executives of America, he accepted and, today, his ideas are in work. Mr. and Mrs. Motley, who live in New York City, plan to build a vacation home in Palm Desert shortly.

### Newlyweds Live in Oregon

Mr. and Mrs. Carl A. Oberdorfer have left for Oregon after being married March 6 in the home of Mr. and Mrs. G. O. Garrison of 2777 Girasol. They will make their home in St. Helens, Oregon, the Garrisons' home town.

The bride is the former Eloise Deming of San Diego, and she was given in marriage by Mr. Garrison. Rev. Graham C. Hunter performed the ceremony. Mrs. Ethel L. Dick was the bride's attendant.

### Villagers Get Invitations to Tea

Invitations have been received in Palm Springs for a St. Patrick's Day tea to be held in Banning for the benefit of the nearly-completed Precious Blood Parochial School. The tea will be held at the home of Mrs. Louis Boucher, 943 Linda Vista drive, starting at 2 p. m. on March 17.



**SUN LAZING**—Mr. and Mrs. Arthur H. Motley (he is the president, and publisher of "Parade") enjoy the sun beside the giant figure eight swimming pool at Shadow Mountain Club in Palm Desert. Motley has been here for a rest between engagements on a speaking tour which is taking him to 45 cities in the United States.



(Anderson photo)  
**BEST WISHES**—Congratulating Caroline Leonetti on the opening of her charm school here, are Renee and Faye and Roma Marvin of the Faye-Renee shop, which is in the same building. The picture taken at the open, which was attended by about 70 guests.

## ACREAGE

240 acres of desert land on Avc. 38 - 4 miles East of Indio, 1 mile North of Highway 99. Property lies North of the intersection of Adams and Ave. 38. \$125 per acre — terms. See your broker - or call O. B. Jaynes — phone 5288.



(Anderson photo)  
**POOLSIDE**—Mr. and Mrs. Raymond Loewy (who have been part of a luncheon group, are pictured beside the Racquet Club pool. Mr. Loewy heads the company that designed the new Studebaker and has been named as one of the 10 best dressed men in the nation. The Loewys have a home on Panorama road.

## Hidden Springs Host to Many Sun Seekers

Relaxing in the detached and peaceful atmosphere of Hidden Springs Ranch are a number of guests from various sections.

From Neenah, Wisconsin, came Mr. and Mrs. Charles Sage, both ardent riders who have daily explored the unfenced areas and palmed canyons adjoining the ranch. Mr. Sage is vice president and a director of Kimberly Clark corporation, one of the largest pulp paper companies of the United States and Canada, best known as makers of Kleenex.

Lieutenant Peter Rush, on leave from the USS Destroyer McDermut recently from extended Korean service, is with his parents, Dr. and Mrs. Homer Rush of Portland. The Clarence Franceses of Portland are completing a five-week stay at the ranch with Mr. Francis to be four at Thunderbird Golf course daily.

Other guests from Portland include Mr. and Mrs. Henry Mason, Mr. and Mrs. Stuart Ball, Mr. and Mrs. Russell Hawkins, Mr. and Mrs. James Dezendorf and Mr. and Mrs. Holt Berni.

## Tamarisk Club Plans House Warming Play

Members of Tamarisk Country club and their guests will participate in a two-day 36-hole tournament commemorating the opening of the first segment of that golfing plant's clubhouse March 14 and 15, Saturday and Sunday.

The tournament is called a "House Warming" event with members permitted to invite guests to take part in the play with valuable prizes to be awarded the winners.

There will be a Scotch 2-ball foursome, with selective drives, alternate shots on Saturday with members and guests as partners. On Sunday the same foursomes will prevail playing four ball matches as usual, it was announced. There will be no entry fee.

A buffet dinner will highlight the housewarming tournament.

**The Desert Sun—5c**  
and PALM SPRINGS NEWS  
PALM SPRINGS, CALIFORNIA  
Thursday, March 12, 1953

## Piccadilly, Jr.

### Complete Dinner

Chicken Rice or Vegetable Soup

Tossed Green Salad

Baked, Hash Brown, or Shoestring Potatoes

Vegetable, Rolls and Butter

### Choice of Entree

HAMBURGER SIZE ..... \$1.45

GENUINE ITALIAN SPAGHETTI ..... \$1.45

JUMBO OCEAN GARDEN SHRIMP ..... \$1.45

EASTERN

STEER HAMBURGER STEAK ..... \$1.65

CHOICE TOP SIRLOIN ..... \$2.15

CHOICE NEW YORK ..... \$3.25

CHOICE LOIN LAMB CHOPS ..... \$1.85

SELECT PORK CHOPS ..... \$1.75

Coffee, Tea or Milk

Jello, Tapioca Pudding, Sherbet or Pie

## Piccadilly, Jr.

461 N. Palm Canyon Drive

Open 7:30 A.M. — 9 P.M. Closed Thursday

## around the... TENNIS CLUB

By Beth Scott

The Kenneth Kirks, for many years members of The Tennis Club and residents of Palm Springs a part of each winter season, came to the Village for a weekend visit.

During their sojourn they assembled a group of their local friends to meet Henry J. Brunner of San Francisco and now serving as president of Rotary International, and Mrs. Brunner. Mr. Kirk this year is president of Los Angeles Rotary Club.

The hosts greeted their guests in the Tennis Club's lower bar overlooking the oval swimming pool. Following the twilight cocktail party the group assembled in the Bougainvillea Room for dinner and dancing. In the party were, besides the honored northern pair, Messrs. and Mmes. William Malouf, Sam Kraemer, Thomas J. Fleming, Packey J. Dee, William Bannerman and Jacques Crommelin (who is president of Palm Springs Rotary Club), and Dr. and Mrs. John Costello.

Choosing the Sunday luncheon hour to entertain in the Club were the Austin McManus', Rear Admiral Morgan Watt. Others seated at their table were: Mrs. Harry Lake, Mrs. Guy Catlin (sister of Mrs. Lake from Monterey), Mrs. Edith Parker Bride and Miss Mary Parker of New York, Mrs. G. G. Howland of Pebble Beach, Miss Nora Lake and Mr. and Mrs. Jerome McManus.

"The wearin' of the Irish" will be popular at the The Tennis Club next Tuesday (March 17). That night members are invited to meet at the club for special festivities.

One party of 12 friends are assembled in the Tennis Club bungalows for 10 days ending this Sunday. This group of six couples make an annual mid-winter visit to the Tennis Club for a week's fun in the sun. Mr. and Mrs. Charles McPhee were dinner hosts to the group at the Saturday night dinner dance. Those present were: Messrs. and Mmes. John B. Rauen, James E. Water, Ashley DeWitt, Charles Glass, all of Los Angeles; Mr. and Mrs. Ray Wilkins, Kansas City. Also invited to the party were Mr. and Mrs. Joe Malone, who have a house here, and their houseguests, the Louis Canapis.

When the Owen Churchills entertain its always festive. But their recent dinner party in the Club was even more festive for it marked several occasions. It was the host's birthday and the Ernest Pagano's 21st anniversary. Also another incentive for the party was to honor the Churchill's houseguests, the Mel Bartons of San Marino and the Douglas Lanes.

Lily Pons, who has been resting at Ingleside Inn the past month, enjoyed her last night in Palm Springs by going to the Tennis Club. She was given a program of French songs done by Bruce Davis and his orchestra members. Others with Miss Pons were Ruth Hardy, Mr. and Mrs. Philip Walte and Mr. and Mrs. Charles Runkle.

Out-of-state folks calling the Tennis Club bungalows home part of this month are: Mr. and Mrs. E. A. Middleton, Aberdeen Wash., Mrs. Marshall Haywood, Chicago, Mr. and Mrs. J. E. Sheehan, Elmhurst, Ill., Mr. and Mrs. R. J. St. Germaine, Houston, Mr. and Mrs. T. G. Wilkins, Kansas City, Mr. and Mrs. William M. Reno, Denver, Mr. and Mrs. Carl Mayer, Madison, Wis., Mr. and Mrs. J. E. Salmon and Mr. and Mrs. Lee Moran, Seattle.

Colorfully decorated tables were arranged by Mrs. Horace Armstrong and Mrs. Channing Wells, who entertained with a bridge luncheon in the Tennis Club early this week. The hostesses had as guests: Mmes. Paul Helms, Floyd Turner, John Lucarini, Beatty Macullough, Henry Reid, Bruce Burritt, Winston Paul, Earl Holley, James Kemper, Edward Caulkins, Henry Dollard, Alvin Fuller, Charles Stinson, Della Gates, M. S. Slocum, William Dean, Donald Gilmore, Neil Jamison, Sally Taylor, Joseph Gilpin, Karl deLaitre, Noble Banks, Dorothy Hoover, Max Schwab, Edward Maggard and her houseguests, Mrs. Palmer.

The Wells, who have been at Smoke Tree since mid-October will return to the Sturbridge, Mass. home on March 27th.

For the Finest in  
Costume and  
Precious Jewels  
See



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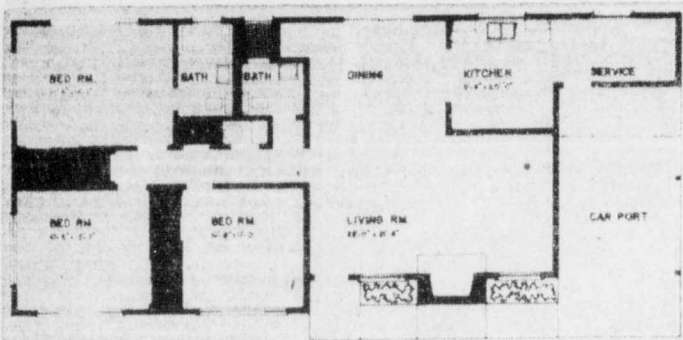
**Special**  
Large Navel Oranges - - 20c doz.  
Avocados - - - - - 15c and up

## CARLTON'S HEALTH FOOD STORE

JUICE BAR  
360 S. Indian Ave., Palm Springs  
(across from Safeway)  
Cathedral City  
(across from Art Gallery)

P.S. — Sometime try our Avocado Almond Ice Cream





**FLOOR PLAN**—Arrangement of room in one of the new homes in the Luring Sands Park now open for home seekers. The development offering homes with an extremely low down payment was made possible through the cooperation of Jack Meiselman, developer, Bill Smith, Coachella Valley Savings and Loan association, and George Gannon, head of the Gannon Realty company.

## Luring Sands Park New Village Home Development

ONE OF THE MOST ambitious home-development projects is now under way in Palm Springs; one which will make it possible for persons to purchase a home with as little as \$2500 as a down payment.

Announcement of this new development came from three local residents, who in cooperation last year, sold 36 homes on practically the same plan, with the exception that this latest development, Luring Sands Park, has homes larger in size and of the luxury type.

These three men, Bill Smith, president of the Coachella Valley Savings and Loan association; Jack Meiselman, home owner and developer and George Gannon, head of the Gannon Realty company, sales agent for the development, have established through their close teamwork an enviable record on the desert, particularly in Palm Springs proper.

MEISELMAN, who came to Palm Springs with his wife some years ago to retire from his job as president of the New York Handkerchief company, found that sun bathing and too much leisure weighed too heavily upon him.

"I decided to do something constructive with my time," said Meiselman retrospectively. "I found that most of all Palm Springs needed homes for people, people who desired most of all, to live in this fair city of ours. Most important of all a way to erect a luxury type home at the lowest possible price to be sold on the easiest of terms confronted George Gannon, Bill Smith and me. We believe what we have to offer overcomes all of those obstacles."

George Gannon came to Palm Springs with his parents, Judge and Mrs. George M. Gannon, in 1934. He served in the U. S. Navy from July, 1941, until January, 1946, and on his return to the Village established the Desert Homes company, a building enterprise. He entered the real estate business under the company name of Gannon and Fredrickson. In 1950 he became the sole owner of the company. He is serving his second term as president of the Palm Springs Realty board.

"In all of my years as a realtor in Palm Springs I have never yet seen a home deal such as is being offered in the Luring Sands Park development. All of the homes sold by Gannon Realty company in cooperation with Jack Meiselman and the Coachella Valley Savings and Loan association last season were real bargains but this new project is by far the best," said Gannon.

LURING SANDS PARK is located in the fastest growing section of the Village. The site has a commanding view of all the picturesque mountain ranges as well as the open desert, Gannon said.

Bill Smith and his Coachella Valley Savings and Loan association have been financing the homes built through the cooperation of all local contractors, local labor with local materials used in construction. With the announcement that Luring Sands Park was now open with homes for sale, Smith declared, "We will arrange the financing of those homes with each transaction worked out to the satisfaction of the home seeker."

## Shadow Mountain Estates Now Developing Rapidly

Shadow Mountain Estates at Palm Desert has had a most gratifying sales volume, according to Karl Lowe of William Karl Lowe & Associates, exclusive sales agents, the volume having doubled last year. Shadow Mountain estates now has 15 single family residences, ranging from a weekend retreat to a \$150,000 permanent home. There are two new motels under construction, a duplex and triplex with plans for four new homes passed by the architectural committee and scheduled to start immediately.

They also report the sale of five units in Sun Lodge Colony, Frank Atha of Santa Monica movie producer and the Gabby Hayes, having each acquired new two-bedroom units, Dr. and Mrs. Graybill of Escondido and Dr. and Mrs. Jetton of San Diego, one bedroom units. A beautiful home was sold to the Lloyd Lenthof of Eldorado, Iowa. Lot sales of both income and single family have been very active. Anna Martin of Laguna Beach, a recent purchaser and the Laurence Peytons of Santa Monica settled for a site across from the Leonard Firestones, John O'Hara, Los Angeles attorney and family purchased a corner on a recent sojourn at this favored desert spa.

## DAV Resolution Supports Hoover

Palm Springs chapter, Disabled American Veterans, in session last week, accepted a resolution favoring Al E. Hoover for the postmastership of the Palm Springs office.

Signed by Commander Walter V. Larsen and Adjutant Ray Miller, praised Hoover's activities in the DAV and in civic affairs and urged his appointment with copies sent to Congressman John Phillips and to the Republican County Central committee.

## Milton F. Kreis Luxury Store Opens in Oasis

The Milton F. Kreis luxury drug store and coffee shop, said to be the world's most unusual "first of its kind store" opens its doors in the Village on Saturday, in the new Oasis building at 101 South Palm Canyon drive.

The fabulous shop was designed by Paul Williams and already has received the acclaim of the many hundreds who have seen it.

Personalities of stage, screen, radio and TV are expected to attend the day-into-night opening.

## NOW OPEN Chad's RADIO & TV Service

Servicing All Makes of Radios, Phonographs and TV  
G. T. "CHAD" CHADWICK  
426 South Indian Avenue  
Phone 2446 Evenings 3408

## Dudley Steele of Palm Desert on Airport Board

County supervisors appointed Dudley Steele of Palm Desert and Mayor James Simpson of Hemet to the county airport commission yesterday.

They will increase the membership of the commission from three to five. Last month the supervisors adopted an ordinance that allows the increase.

They said then it would be wise to have a commissioner living near each major airport. None of the three present commissioners lives near Thermal Airport or Ryan Field at Hemet. Palm Desert is near Thermal.

Steele was manager of Lockheed Air Terminal at Los Angeles. Mayor Simpson is a realtor, who was trained by Supervisor Roman Warren, a veteran aviator and airport operator.

The vote on each appointment was four to one. The dissenter, Irwin Hayden, said he had no objections to the men. He said the appointments should not be made until the ordinance for the increase in membership goes into effect next week.

## Kiwanians

Hear Talk by Probation Officer

Harold Butterfield, Riverside county probation officer, described the workings of his department to Kiwanians at their noon luncheon Tuesday at the Tennis club.

He told of the different problems encountered by the department, including narcotics and juveniles.

Capt. Orest Johnson, acting police chief, was program chairman of the day.



Edward Canby Photo

**TENTH ANNIVERSARY**—When Hotel the Oasis celebrated its Tenth Anniversary last week Manager George Thomas and Dewey Metzdorf, vice president of Western Hotels Inc., received 10-year pins. Mrs. Metzdorf is pinning one on Mr. Thompson, while Mrs. Thompson pins on Mr. Metzdorf's.

## Suspect in Check Case Arrested

Patrick John Wemyss, 25, Los Angeles, was arrested by West Los Angeles authorities Sunday on a warrant issued here for issuing bad checks, and returned

here Monday by Sgt. Durman Orday to face prosecution.

Wemyss, besides issuing checks for \$275 which were returned by the bank as insufficient funds were in his account, left a local hotel without paying his room bill, according to Officer Robert White, who investigated.

CLASSIFIED ADS  
READ SUN

## Trailer Dollar Days Here Said Huge Success

"Our dollar days Friday and Saturday were a huge success," Miss Norma Perry, chairman of the committee of the Desert Area Unit No. 7 of the California Trailer Park association, reported.

All residents of the 14 trailer park members of the association used silver dollars for purchases during the two days, to demonstrate their position as an integral and necessary part of the community.

Miss Perry, along with William Veith, association chairman, and Jack Barnes, members of the committee, thanked all residents for their cooperation in making the event a success. They also expressed their appreciation to the Merchants' association, Chamber of Commerce and the banks for their aid.

"Because of the success of the event, we plan to make dollar days an annual event in Palm Springs," Veith said.

## Lions to Hear Student Talks

Lions club members today will hear three high school speakers in the sixteenth annual Student Speakers contest.

"Man's Search for Security" is the topic and the speakers are Alfred Goldenberg, Pat Wagner and Theresa Goeller. Alex Hammond will be the chairman for the day.

## LOSES WALLET

Loss of a red leather wallet containing \$60 in cash, personal identification, driver's license was reported to police Tuesday by Neola Powell Kahl, 1862 South Palm Canyon drive.

The Desert Sun—6c  
and PALM SPRINGS NEWS  
PALM SPRINGS, CALIFORNIA  
Thursday, March 12, 1953

## Hub Cap Thief Gets Eight More Here

Theft of four hub caps valued at \$109 from his 1953 model car between 8:30 p. m. Tuesday, and 7:30 a. m. Wednesday, was reported to police by Joe Pawling, 1324 San Lucas road.

Paul Gilbert, 2150 North Palm Canyon drive, reported to police Wednesday the theft of four hub caps valued at \$75 from his 1953 model car while it was in a parking lot between 12:30 and 2:20 a. m.

## These Bargains don't

last long

All sold out

Come in and talk

to us about

your wants.

We specialize

in finding

what you desire.

Over 20 years of

Selling

Sand and Sunshine.

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& Co.

1059 No. Palm Canyon Dr.  
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ASSOCIATE BROKERS

John C. Davis - D. B. Carlson  
Earl F. Chamberlain

## Carnation Corner

BY  
June Goodie

CARNATION HOME  
SERVICE DIRECTOR



I have good news for all my friends who have to watch their weight. It is delicious fresh Carnation Skim Milk.

There are only about 100 calories in a glass of Carnation Skim Milk. Yet it gives you all the protein and body-building elements of rich, whole milk... and such wonderful flavor. Enjoy at least 3 glasses of good Carnation Skim Milk daily.



## WHAT IS THE BEST REDUCING EXERCISE?

Weight-lifting? Wrestling? Instead, try my special shaking exercise! Just do this. When you see a dish of salted nuts or candy, or rich salad dressing—just shake your head slowly from side to side. I call this "Operation No."—and it's one exercise that helps you take off pounds without working up an appetite! But must you eat your salads plain? No, indeed! Here's a salad dressing that is only 15 calories per tablespoon!

## Buttermilk Dressing

(Makes about 1 cup)

1 1/2 teaspoons sugar  
1 1/2 teaspoons dry mustard  
1/2 teaspoon salt  
1/4 teaspoon paprika  
1 1/2 teaspoons cornstarch  
1/4 teaspoon onion salt  
1/4 teaspoon cayenne  
1 egg  
1/2 cup Carnation Buttermilk  
1/2 cup vinegar or lemon juice

Combine dry ingredients in top of double boiler. Add egg and buttermilk; stir till smooth. Cook over hot water until dressing begins to thicken. Add vinegar slowly; blend thoroughly. Remove from heat and chill.

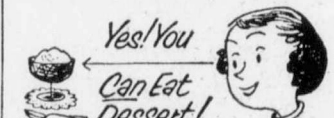


Ancient physicians used mustard medicinally. In 1820, old Mrs. Clements of Durham, England, discovered how to grind mustard seed to make "Durham Mustard." Nowadays, we have a wide choice of mustards—mild, pungent, spiced—and fine wine-flavored French "moutard."

## HOW TO FOOL A MOUSE

Smart mice, they say, can steal a bit of cheese from a trap without springing it. Fool him by grating the cheese.

When your reducing diet brings you the food elements needed for energy and strength, there is far less temptation to starve one day and stuff the next. Carnation Fresh Skim Milk helps you feel energetic... and it tastes so good!



Yes! You Can Eat Dessert!

An all-family dessert that is only 130 calories per 1/2 cup.

## FROZEN LEMON WHIP

(Makes about 1 quart)

3 egg yolks  
1/2 cup sugar  
1/2 cup Carnation Whipping Cream

2 tablespoons lemon juice  
3 egg whites

Beat egg yolks with sugar until thick and creamy. Stir in lemon juice. Fold in beaten egg whites and whipped cream. Pour in refrigerator tray and chill in freezing compartment about 2 hours or until firm. Enjoy your Whip plain—for the family, you can top each serving with a crunchy mixture of 2 tablespoons butter, 1/2 cup crushed corn flakes or cookie crumbs, 3 tablespoons sugar and 1/2 cup chopped nuts.

REMEMBER when you shop today—to help you get slender, and stay slender—delicious Carnation Fresh Skim Milk!

CARNATION COMPANY  
45-910 Jackson Street  
Phone Indio 73139  
INDIO, CALIFORNIA



## SAVE AS YOU GO!

You may or may not approve of the pay-as-you-go income tax plan... but we're sure you are in favor of saving-as-you-go on your food budget! Here you always save on your entire food budget, because we consistently offer a complete selection of top-quality food and household items... at money-saving prices! Yes, it's easy to save-as-you-go... shopping here!

## MEAT DEPARTMENT SPECIALS

### EASTERN SPARE RIBS Meaty and Tender 39¢

Half or Whole		
Pork Lion Roast	57¢	lb
Fresh, Lean		
Ground Beef	49¢	lb
Plate		
Boiling Beef	15¢	lb
Center Cut — U.S. Choice		
Chuck Roast	45¢	lb
Boneless — U.S. Choice		
Chuck Roast	79¢	lb
Mt. Hope — Sharp		
Cheddar Cheese	53¢	lb

### MAYONNAISE SALAD BOWL PINT JAR 39¢

GLORIETTA	VAN CAMP	Pancake Mix	Sperry
Tomato	Pork & Beans	Hot Cake Syrup	3-Lb. Box 44¢
Juice	8-Oz. 10c	Margarine	McEachen's 4-Lb. Jug 57¢
12-Oz. 10 for \$1.00	10 1/2-Oz. 2 for 23c	Snowflake Crackers	Tastewell 27¢
No. 2 8 for \$1.00	20-Oz. 19c	Swift's Prem	Yellow 1/4s 21¢
46-Oz. 4 for \$1.00	29-Oz. 23c	Corned Beef	12-Oz. 43¢
Ripe Olives	Cat Food		C.A.P. 45¢
Old Ranchers	Puss		
Extra Large	N' Boots		
No. 1 Can 25¢	Tail Can 13¢		

### KAL KAN HORSE MEAT For Dogs and Cats 1-Lb. can 19¢

### HUNT SPECIALS

Tomato Sauce	8-oz. 3 for 19¢	BAKED BEANS	8-Oz. 2 for 27¢
Tomato Paste	6 1/2-oz. 3 for 19¢	SLICED BEETS	8-Oz. 2 for 27¢
Tomato Juice	No. 2 2 for 19¢	JULIENNE BEETS	8-Oz. 2 for 27¢
PEARS	Bartlett Halves 29¢	CREAM CORN	8-Oz. 2 for 27¢
Potatoes	Whole New 2 for 21¢	SWEET PEAS	8-Oz. 2 for 27¢

### PAPER NAPKINS FERN WHITE PKG. OF 80 10¢

**WE BUY RIGHT WE SELL RIGHT**

This market is a member of Certified Grocers of Calif., Ltd.—one of the World's Largest Buying Groups.

**STORE HOURS**

Weekdays 8:30 A.M. to 8:00 P.M.

Sunday and Holidays 9:00 A.M. to 6:00 P.M.

## Produce

LEMONS	2 lbs. 25¢
BANANA	
SQUASH	3¢
WINTER NELIS	
PEARS	15¢

## "PICK O' THE PANTRY" SUPPERS

made in less than 15 minutes with MINUTE RICE

**Meals Made of Things You Already Have On Hand!**

Here's all you do: Prepare 1 1/2 cups Minute Rice as directed on package. Let stand 10 minutes. Meanwhile, heat soup and 1/2 cup milk in saucepan, stirring occasionally. Add 1 cup of leftover meat or seafood, eggs or cheese, and a dash of pepper. Mix and heat. Serve with the rice—a gala treat for 4 or 5 in less than 15 minutes.

MINUTE RICE	FAMILY SIZE 14¢
TOMATO SOUP	39c Small 10¢
CHUNK TUNA	CAMPBELL'S 10 1/2-OZ CAN 27¢
RED SALMON	PRIORITY 6 1/2-OZ. 49¢
	BUMBLE BEE 8-OZ. CAN

Thurs., Fri., Sat., Sun. March 12-13-14-15

**VILLAGE MARKET**

All Advertised Items Subject to Stock on Hand

441 So. Palm Canyon Dr. Phones 7932 - 9055